Self-Assessment Guide

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| --- | --- | --- | --- | --- |
| **Qualification:** | **Digital Marketing (Social Media Marketing) – Level 3** | | | |
| **Candidate Name** |  | | | |
| **Application Serial No.** |  | | | |
| **Instructions**:   * + Read each of the questions in the left-hand column of the chart   + Place a tick () in the appropriate box opposite each question to indicate your answer | | | | |
| **Can I ...** | | | **YES** | **NO** |
| **GU009L3V1: PRACTICE NEGOTIATION SKILLS** | | |  |  |
| * 1. identify information on preparing for negotiation and include in the plan? | | |  |  |
| * 1. identify information on creating non-verbal environments for positive negotiating and include in the plan? | | |  |  |
| * 1. identify information on active listening and include in the plan? | | |  |  |
| * 1. identify information on different questioning techniques and include in the plan? | | |  |  |
| * 1. check information to ensure it is correct and up-to-date? | | |  |  |
| * 1. agree criteria for successful outcome upon by all parties? | | |  |  |
| * 1. consider desired outcome of all parties? | | |  |  |
| * 1. use appropriate language throughout the negotiation? | | |  |  |
| * 1. use a variety of questioning techniques? | | |  |  |
| * 1. document the issues and processes and agree upon by all parties? | | |  |  |
| * 1. discuss possible solutions and assess their viability? | | |  |  |
| * 1. confirm and record areas for agreement? | | |  |  |
| * 1. agree follow-up action upon by all parties? | | |  |  |
| SUICT002L4V1: OPERATE OFFICE APPLICATION SOFTWARE | | |  |  |
| * 1. observe safe workplace practices according to IT workplace guideline? | | |  |  |
| * 1. check desktop peripherals and connect with computer properly? | | |  |  |
| * 1. switch on computer?. | | |  |  |
| * 1. arrange and customize computer desktop / GUI settings as per requirement? | | |  |  |
| * 1. manipulate files and folders as per requirement? | | |  |  |
| * 1. view and search properties of files and folders? | | |  |  |
| * 1. defragment, format disks as per requirement? | | |  |  |
| * 1. identify and list installation requirements of software? | | |  |  |
| * 1. assure software sources and CD key/ password? | | |  |  |
| * 1. collect and select appropriate Software as per requirement? | | |  |  |
| * 1. start software installation? | | |  |  |
| * 1. customize as per requirement? | | |  |  |
| * 1. follow steps of installation as per installation Instructions? | | |  |  |
| * 1. complete installations properly? | | |  |  |
| * 1. check correctness of Installation? | | |  |  |
| * 1. select and start appropriate word processor? | | |  |  |
| * 1. create documents as per requirement in Personal use and office environment? | | |  |  |
| * 1. enter contents? | | |  |  |
| * 1. format documents? | | |  |  |
| * 1. complete paragraph and page settings? | | |  |  |
| * 1. save document? | | |  |  |
| * 1. select and start spreadsheet applications? | | |  |  |
| * 1. crate worksheets as per requirement in personal use and office environment? | | |  |  |
| * 1. enter data? | | |  |  |
| * 1. use functions for calculating and editing logical operation ? | | |  |  |
| * 1. format sheets as per requirement? | | |  |  |
| * 1. create charts? | | |  |  |
| * 1. save charts/ sheets? | | |  |  |
| * 1. select and start appropriate presentation applications? | | |  |  |
| * 1. crate presentation as per requirement in personal use and office environment? | | |  |  |
| * 1. enter image, illustrations, text, table, symbols and media as per requirements? | | |  |  |
| * 1. format and animate presentations are formatted? | | |  |  |
| * 1. view and save presentations? | | |  |  |
| * 1. connect printer with computer? | | |  |  |
| * 1. switch on power at both the power outlet and printer? | | |  |  |
| * 1. install and add printer? | | |  |  |
| * 1. put paper of proper size into printer? | | |  |  |
| * 1. select correct printer setting? | | |  |  |
| * 1. preview and print document? | | |  |  |
| * 1. view or cancel print from the printer spool and save unsaved data as per requirements? | | |  |  |
| * 1. close opened software? | | |  |  |
| * 1. shut down devices? | | |  |  |
| **SUICT004L4V1: COMPLY TO ETHICAL STANDARDS IN THE WORKPLACE** | | |  |  |
| * 1. identify clients’ requirements? | | |  |  |
| * 1. maintain confidentiality of information in accordance with workplace policies / organizational policies/national legislation? | | |  |  |
| * 1. identify and involve potential conflicts of interest parties of potential conflicts are notified? | | |  |  |
| * 1. assert proprietary rights of client/customer? | | |  |  |
| * 1. provide products and services according to the clients’ requirements? | | |  |  |
| * 1. complete work as per standards? | | |  |  |
| * 1. implement quality processes when developing products and services? | | |  |  |
| * 1. deliver work processes as per standards? | | |  |  |
| * 1. present skills, knowledge and qualifications in a professional manner? | | |  |  |
| * 1. deliver services and products developed by self and others as per workplace standard? | | |  |  |
| * 1. provide unbiased and objective information to clients? | | |  |  |
| * 1. present realistic estimates for time, cost and delivery of outputs during negotiation? | | |  |  |
| * 1. interpret workplace code of conduct? | | |  |  |
| * 1. follow workplace code of conduct? | | |  |  |
| **OUSMM001L3V1: INTERPRET CONCEPTS OF DIGITAL MARKETING** | | |  |  |
| * 1. interpret digital marketing? | | |  |  |
| * 1. comprehend types of digital marketing? | | |  |  |
| * 1. identify uses of digital marketing? | | |  |  |
| * 1. interpret strategies of digital marketing? | | |  |  |
| * 1. identify software for digital marketing? | | |  |  |
| * 1. interpret digital marketing strategies? | | |  |  |
| * 1. apply measurement and analysis of digital marketing? | | |  |  |
| * 1. identify and apply ins & outs of digital marketing? | | |  |  |
| * 1. identify lead generation techniques? | | |  |  |
| * 1. identify and interpret lead generation nurturing? | | |  |  |
| * 1. identify and interpret “lead nurturing is the process of building relationships”? | | |  |  |
| * 1. apply ways of traffic generator? | | |  |  |
| * 1. specify required digital marketing ethics? | | |  |  |
| * 1. analyse digital marketing KPI measurement Tools? | | |  |  |
| * 1. interpret basic digital marketing guidelines? | | |  |  |
| * 1. identify appropriate digital marketing policies? | | |  |  |
| * 1. interpret ethical digital contents? | | |  |  |
| * 1. identify local and international digital marketing job platforms? | | |  |  |
| * 1. identify positions/jobs in the digital marketing? | | |  |  |
| * 1. interpret rapidly growing and evolving career path? | | |  |  |
| **OUSMM002L4V1: APPLY SOCIAL MEDIA MARKETING** | | |  |  |
| * 1. identify importance of Social Media Marketing? | | |  |  |
| * 1. interpret types of Social Media Content? | | |  |  |
| * 1. identify social media management tools? | | |  |  |
| * 1. interpret Facebook for business? | | |  |  |
| * 1. create and optimize page and group? | | |  |  |
| * 1. create and manage ad? | | |  |  |
| * 1. apply Facebook Pixel, Standard Events, and Custom Conversions? | | |  |  |
| * 1. interpret Facebook insights? | | |  |  |
| * 1. interpret Instagram marketing? | | |  |  |
| * 1. create and optimize Bio & Profile Image? | | |  |  |
| * 1. explain things to Post and When to Post? | | |  |  |
| * 1. identify roles of captions & hashtags? | | |  |  |
| * 1. execute ways to Convert Instagram Followers to Sales & Leads? | | |  |  |
| * 1. perform creation of Ads and Analytics? | | |  |  |
| * 1. explain stories, reels and IGTV? | | |  |  |
| * 1. interpret Twitter Marketing? | | |  |  |
| * 1. create and optimize profile? | | |  |  |
| * 1. interpret what to Tweet and How to Interact on Twitter? | | |  |  |
| * 1. apply hashtags & trends? | | |  |  |
| * 1. explain ways of growing followers? | | |  |  |
| * 1. create and manage ad? | | |  |  |
| * 1. explain audience Manager & Universal Tag? | | |  |  |
| * 1. interpret Twitter Conversion Tracking & Remarketing? | | |  |  |
| * 1. explain Twitter Reporting and Analytics? | | |  |  |
| * 1. interpret basic concepts of Pinterest Marketing? | | |  |  |
| * 1. crate and optimize profile? | | |  |  |
| * 1. create Pinterest Product Pins and Rich Pins? | | |  |  |
| * 1. interpret Pinterest Tag and Events? | | |  |  |
| * 1. interpret LinkedIn Marketing? | | |  |  |
| * 1. create and optimize profile? | | |  |  |
| * 1. create and manage company page and group? | | |  |  |
| * 1. create and manage Ad? | | |  |  |
| * 1. interpret sales navigator? | | |  |  |
| **OUSMM003L3V1: INTERPRET SEARCH ENGINE MARKETING (SEM)** | | |  |  |
| * 1. interpret Search Engine Marketing? | | |  |  |
| * 1. interpret importance of SEM? | | |  |  |
| * 1. search keyword? | | |  |  |
| * 1. plan a campaign? | | |  |  |
| * 1. interpret SEM strategies? | | |  |  |
| * 1. apply measurement and analysis of SEM? | | |  |  |
| * 1. identify and apply ins & outs of SEM? | | |  |  |
| * 1. analyse digital marketing KPI measurement tools? | | |  |  |
| **OUSMM004L3V1: PRACTICE BASIC SEARCH ENGINE OPTIMIZATION (SEO)** | | |  |  |
| * 1. interpret SEO? | | |  |  |
| * 1. identify and list major Search Engines? | | |  |  |
| * 1. interpret importance of web ranking? | | |  |  |
| * 1. interpret backlinks and their importance? | | |  |  |
| * 1. identify browsers, add-ons/extension and tools? | | |  |  |
| * 1. interpret domain authority and page authority? | | |  |  |
| * 1. perform keywords research & analysis? | | |  |  |
| * 1. interpret Latent Semantic Indexing (LSI) technique? | | |  |  |
| * 1. state Keywords Density & Stuffing technique? | | |  |  |
| * 1. optimize Title, URL, Meta and header Tag? | | |  |  |
| * 1. demonstrate anchor Text and Internal/External Links? | | |  |  |
| * 1. optimize contents? | | |  |  |
| * 1. perform initial site analysis? | | |  |  |
| * 1. submit Search Engines? | | |  |  |
| * 1. submit directory? | | |  |  |
| * 1. perform social bookmarking? | | |  |  |
| * 1. prepare blog posting and commenting? | | |  |  |
| * 1. apply forum posting? | | |  |  |
| I agree to undertake assessment in the knowledge that information gathered will only be used for professional development purposes and can only be accessed by concerned personnel and my manager/supervisor. | | | | |
| Candidate’s Signature: | | Date: | | |
| Assessor’s Signature: | | Date: | | |

Assessment Agreement - Digital Marketing, Level-3

The purpose of assessment is to confirm that you can perform to the standards expected in the workplace of an occupation, as expressed in the competency standards (after completion of self-assessment and in agreement with assessor).

To help achieve this, an assessment agreement is required to navigate both you and the assessor through the assessment process.

The assessment agreement is designed to provide a clear understanding of what and how you will be assessed and to nominate the tools that may be used to collect the assessment evidence.

The assessor and/or workplace supervisor should agree on the assessment requirements, dates and deadlines.

Therefore, to attain the Certificate of Digital Marketing, you must demonstrate competence in the following units, as established in the assessment agreement:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assessment Agreement** | | | | |
| **Occupation:** | | Digital Marketing, Level-3 | | |
| **Assessment Centre:** | |  | | |
| **Candidate Name:** | |  | | |
| **Assessor Name:** | |  | | |
| **Unit of Competency** | |  | | |
|  | | | | |
| GU009L3V1 | | Practice negotiation skill | | |
|  | | | | |
| SUICT002L2V1 | | Operate office application software | | |
| SUICT004L4V1 | | Comply to ethical standards in ICT workplace | | |
|  | | | | |
| OUDM001L3V1 | | Interpret Concepts of Digital Marketing | | |
| OUDM002L3V1 | | Apply Social Media Marketing | | |
| OUDM003L3V1 | | Interpret Search Engine Marketing (SEM) | | |
| OUDM004L3V1 | | Practice Basic Search Engine Optimization (SEO) | | |
| **Resources Required for Assessment** | | | | |
| Candidates must have access to the following:   * copies of activities, questions, projects nominated by the assessor * relevant organisational policies, protocols and procedural documents (if required) * devices or tools to record answers * appropriate actual or simulated workplace * all necessary tools and equipment used in performance of the work-based task * any other resources normally used in the workplace | | | | |
| **Assessment Instructions** | | | | |
| Candidates should respond to the formative and summative assessments either verbally or in writing as agreed with the assessor. Written responses can be recorded in the spaces provided (if more space is required attach additional pages) or submitted in a word processed document.  If candidates answer verbally, the assessor should record their answers in detail.  Candidates should also undertake observable tasks that provide evidence of performance. The assessor must provide instruction to candidates on what is expected during observation, and arrange a suitable time and location for demonstration of these skills.  Candidates must fully understand what they are required to do to complete these assessment tasks successfully, then sign the declaration. | | | | |
| **Performance Standards** | | | | |
| To receive a **satisfactory** result for the assessments, candidates must complete all activities, questions, projects, and tasks nominated by the assessor, to the required standard.  Completion of all tasks for a unit of competency, to a satisfactory level, will contribute to an assessment of competence for that specific individual unit (or units if holistic assessment approach is taken).  Successful completion of all units of competency that comprise of the qualification **Digital Marketing**, **Level-3** will result in the candidate will be issued with the relevant, nationally recognised certificate.  Assessors must clearly explain the required performance standards. | | | | |
| **Declaration** | | | | |
| I declare that:   * the assessment requirements have been clearly explained to me * all the work completed towards assessment will be my own * cheating and plagiarism are unacceptable | | | | |
| **Candidate Name:** |  | | **Date:** |  |
| **Assessor Name:** |  | | **Date:** |  |