**COMPETENCY ASSESSMENT AGREEMENT**

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| **Occupation and Level** | **Digital Marketing – Level 5** |
| Candidate’s Name: |  |
| Assessor’s Name: |  |
| Qualification/units of competency to be assessed | **Generic units:**1. Carry out workplace interaction in English

**Sector-specific units:****Occupation-specific units:**1. Create and Manage Ad Campaign
2. Apply Local SEO Techniques
3. Identify and Setup Google Webmaster Tool and Google Analytics
4. Interpret and Practice Email Marketing
5. Apply Video Marketing
 |
| **Candidate to answer the question:** | **Yes** | **No** |
| * Have the context and purpose of assessment been explained
 |  |  |
| * Have the qualification and units of competency been explained?
 |  |  |
| * Have the Project-Based Assessment been explained?
 |  |  |
| * Do you understand the assessment procedure and evidence to be collected?
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| * Have your rights and appeal system been explained?
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| * Have you discussed any special needs to be considered during assessment?
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| 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:** |