**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? | |  | |  |
| * Have your rights and appeal system been explained? | |  | |  |
| * Have you discussed any special needs to be considered during assessment? | |  | |  |
| 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:** | |