Instructions to Candidate

To be assessed as competent, you must provide evidence which demonstrates that you can perform to the necessary standard the various elements of these units of competency that comprise of the Certificate in Professional Customer Service. Assessment of competency requires you to consistently demonstrate skill, knowledge and aptitude (through a variety of assessment tools such as multiple choice, short-answer questions, oral questioning, workplace observation, and practical demonstration) that enables confident completion of workplace tasks in a variety of situations.

In judging the evidence, your assessor must ensure that the evidence is:

* authentic (your own work)
* valid (directly related to the current version of the units of competency)
* reliable (consistently demonstrates of your knowledge and skill)
* current (shows your current capacity to perform the work)
* sufficient (covers the full range of elements comprised within the units of competency)

Furthermore, the assessment process must:

* provide for valid, reliable, flexible and fair assessment
* provide for judgment to be made on the basis of sufficient evidence
* offer valid, authentic and current evidence
* include workplace requirements

There are two types of assessment:

1. Knowledge Assessment - is designed to enable assessment against the various *elements* contained within the units of competency through a variety of activities such as multiple choice, short-answer questions, oral questioning. It is essentially examining your theoretical knowledge.

This provides the assessor with substantial evidence of your knowledge and aptitude to perform the work relating to the specific unit of competency, in conjunction with other assessment tools such as workplace observation.

You should complete the knowledge assessment as directed by the assessor and follow all instructions as and when given. If you are unable to complete the knowledge assessment, please speak to the assessor about alternative assessment solutions.

1. Skill Assessment - is designed to enable assessment against the various *performance criteria* contained within the units of competency through, for example, demonstration of skill in a simulated or actual work environment. In essence, it is an examination of your practical ability.

This provides the assessor with substantial evidence of your ability to perform the work relating to the specific unit of competency to the standard expected by industry (the benchmark).

You should complete the skill assessment as directed by the assessor and follow all instructions as and when given, ensuring your own health and safety.

Once you have been assessed as competent against all of the units of competency comprising of the qualification being undertaken, you will be awarded your certificate.

You assessor will discuss in more detail the requirements for assessment for each unit of competency at the appropriate time.

And please do not panic if you are not assessed as competent on any part of your qualification at your first attempt. Your assessor will discuss with you any identified skill and knowledge gaps, work through those with you and assist you as much as possible in attaining competency.

Self-Assessment Guide

Before undertaking any assessment, you should review the list of skills, knowledge and aptitudes relating to the assessment (drawn from the units of competency, its various elements and performance criteria) to determine whether you have current competency in these areas.

If you believe you can demonstrate the skills and knowledge required and can successfully complete the various assessment activities, you should then proceed to discuss your assessment with the assessor and complete Assessment Agreement.

However, should you not believe, for whatever reason, that you are not able to successfully complete the various assessment activities, then speak with the assessor. The assessor will assist you in identifying any skill and knowledge gaps, work through those with you and assist you as much as possible in attaining competency.

Please complete the self-assessment checklist below and discuss with the assessor.

|  |  |
| --- | --- |
| **Qualification:** | **Digital Marketing – Level 3** |
| **Units of competency:** | **Generic units:**  Practice negotiation skill  **Sector-specific units:**  Operate office application software  Comply to ethical standards in ICT workplace  **Occupation-specific units:**  Interpret Concepts of Digital Marketing  Apply Social Media Marketing  Interpret Search Engine Marketing (SEM)  Practice Basic Search Engine Optimization (SEO) |
| **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 the information gathered will only be used for educational and professional development purposes and can only be accessed by concerned assessment personnel and my manager/supervisor. | | | | |
| **Candidate’s signature:** |  | **Date:** |  | |