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 4** |
| **Units of competency:**  | **Generic units:**Carry out workplace interaction in English**Sector-specific units:****Occupation-specific units:**Create and Manage Ad CampaignApply Local SEO TechniquesIdentify and Setup Google Webmaster Tool and Google AnalyticsInterpret and Practice Email MarketingApply Video Marketing |
| **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** |
| **GU005L4V1: CARRYOUT WORKPLACE INTERACTION IN ENGLISH** |  |  |
| * 1. interpret workplace code of conducts as per organizational guidelines?
 |  |  |
| * 1. maintain appropriate lines of communication with supervisors and colleagues?
 |  |  |
| * 1. conduct workplace interactions in a courteous manner to gather and convey information?
 |  |  |
| * 1. ask questions about routine workplace procedures and matters and responded as required?
 |  |  |
| * 1. interpreted workplace documents as per standard?
 |  |  |
| * 1. take assistance to aid comprehension when required from peers/supervisors?
 |  |  |
| * 1. understand and follow visual information/ symbols/signage’s?
 |  |  |
| * 1. access specific and relevant information from appropriate sources?
 |  |  |
| * 1. use appropriate medium to transfer information and ideas?
 |  |  |
| * 1. attend team meetings on time and followed meeting procedures and etiquette?
 |  |  |
| * 1. express own opinions and listen to those of others without interruption?
 |  |  |
| * 1. provide inputs consistent with the meeting purpose and interpreted and implemented meeting outcomes?
 |  |  |
| * 1. demonstrate responsibilities as a team member and keep promises and commitments made to others?
 |  |  |
| * 1. perform tasks in accordance with workplace procedures?
 |  |  |
| * 1. respect and maintain confidentiality?
 |  |  |
| * 1. avoid situations and actions considered inappropriate or which present a conflict of interest?
 |  |  |
| **OUDMO005L4V1: CREATE AND MANAGE AD CAMPAIGN** |  |  |
| * 1. identify strategy for creating a campaign?
 |  |  |
| * 1. optimize budget?
 |  |  |
| * 1. manage Google Placement?
 |  |  |
| * 1. incorporate Google analytics?
 |  |  |
| * 1. interpret CTR, Conversation Rate & Bid Optimizer?
 |  |  |
| * 1. perform ROI on PPC Campaign?
 |  |  |
| * 1. identify audience?
 |  |  |
| * 1. Audience Target plan is created;
 |  |  |
| * 1. develop remarketing campaign?
 |  |  |
| **OUDM006L4V1: APPLY LOCAL SEO TECHNIQUES** |  |  |
| * 1. identify local SEO?
 |  |  |
| * 1. interpret importance of Local search?
 |  |  |
| * 1. identify Local search engine marketing?
 |  |  |
| * 1. interpret concept of local businesses?
 |  |  |
| * 1. identify search engine ranking factors?
 |  |  |
| * 1. interpret use of Search Engine Optimization?
 |  |  |
| * 1. identify Local SEO ranking factors that impact ranking on Google?
 |  |  |
| * 1. ensure brainstorming keywords or targeted phrases for local business?
 |  |  |
| * 1. interpret On-page optimization method for local business website?
 |  |  |
| * 1. interpret Off-page optimization method for local business website?
 |  |  |
| * 1. identify importance of local citation building for local business website?
 |  |  |
| * 1. interpret Google search console and analytics setup?
 |  |  |
| * 1. interpret importance of google maps listing for a local business?
 |  |  |
| * 1. create walkthrough to Google My Business (GMB) page?
 |  |  |
| * 1. perform creating, managing and optimizing google my business page?
 |  |  |
| * 1. ensure Google 3 pack ranking factor and NAP (Name, Address and Phone Number) listing?
 |  |  |
| * 1. interpret importance of structured data markup for local business website?
 |  |  |
| * 1. interpret data highlight to search engine bot?
 |  |  |
| * 1. identify types of schema mark-up?
 |  |  |
| * 1. identify schema mark-up generator tools?
 |  |  |
| * 1. create schema mark-up code and implement code to website?
 |  |  |
| * 1. select domain name for a business?
 |  |  |
| * 1. create local SEO-friendly business website?
 |  |  |
| * 1. Create structure of home page, contact use page, service pages and about page?
 |  |  |
| * 1. interpret importance of mobile friendly website for local SEO?
 |  |  |
| * 1. use Google’s mobile friendly test tool to check website?
 |  |  |
| * 1. interpret SEO friendly page content?
 |  |  |
| **OUDM007L6V1: IDENTIFY AND SETUP GOOGLE WEBMASTER TOOL AND GOOGLE ANALYTICS** |  |  |
| * 1. identify Google Webmaster Tool/ Google search console?
 |  |  |
| * 1. setup Google Webmaster Tool Account and adding with website?
 |  |  |
| * 1. interpret magical features of Google Webmaster Tool?
 |  |  |
| * 1. add site map in Webmaster Tool?
 |  |  |
| * 1. connect Google Webmaster tool and SEO Optimized page?
 |  |  |
| * 1. install Google analytics;
 |  |  |
| * 1. add new website in Google Analytics?
 |  |  |
| * 1. state metrics and criteria?
 |  |  |
| **OULGE008L5V1: INTERPRET AND PRACTICE EMAIL MARKETING** |  |  |
| * 1. interpret email marketing?
 |  |  |
| * 1. interpret advantages and disadvantages of email marketing?
 |  |  |
| * 1. state types of emails?
 |  |  |
| * 1. comprehend the purpose of marketing?
 |  |  |
| * 1. define cost of Email Marketing?
 |  |  |
| * 1. interpret legal issues of Email marketing?
 |  |  |
| * 1. interpret bulk email and bulk email software?
 |  |  |
| * 1. state sending procedure of bulk email?
 |  |  |
| * 1. collect bulk email?
 |  |  |
| * 1. define target email marketing?
 |  |  |
| * 1. identify best niche for email marketing?
 |  |  |
| * 1. identify and collect business email?
 |  |  |
| * 1. collect business email from LinkedIn?
 |  |  |
| * 1. create formula of email list?
 |  |  |
| * 1. identify and apply email collection tools?
 |  |  |
| * 1. show strategies for creating an email list?
 |  |  |
| * 1. explain “Create Remarkable content” and “promote a contest”?
 |  |  |
| * 1. explain " Visitors and customers usually do not easily share their emails, unless they feel like they should"?
 |  |  |
| **OUDM009L4V1: APPLY VIDEO MARKETING** |  |  |
| * 1. interpret basic concepts of video uploading and marketing?
 |  |  |
| * 1. interpret importance of Video Marketing?
 |  |  |
| * 1. explain video Marketing Strategies?
 |  |  |
| * 1. create and optimize account?
 |  |  |
| * 1. explain ways of growing subscribers?
 |  |  |
| * 1. interpret YouTube contents and tools management?
 |  |  |
| * 1. apply YouTube monetization techniques?
 |  |  |
| * 1. create and manage Ad?
 |  |  |
| * 1. review reports & analytics?
 |  |  |
| 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:** |  |