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 6** |
| **Units of competency:**  | **Generic units:****Sector-specific units:****Occupation-specific units:**Promote Niche Affiliate WebsitesCustomize Landing Page for Digital ProductsPromote A Website with Print on DemandPrepare Monitoring, Evaluation and ROI Report |
| **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** |
| **OUDM015L6V1: PROMOTE NICHE AFFILIATE WEBSITES** |  |  |
| * 1. state basic of affiliate sites?
 |  |  |
| * 1. interpret article topics selection and publishing on the site?
 |  |  |
| * 1. research niche segment?
 |  |  |
| * 1. identify products research and Topics for affiliate sites?
 |  |  |
| * 1. customize niche site with WordPress?
 |  |  |
| * 1. apply SEO to promote Website?
 |  |  |
| * 1. apply SMM to promote website?
 |  |  |
| **OUDM016L6V1: CUSTOMIZE LANDING PAGE FOR DIGITAL PRODUCTS** |  |  |
| * 1. define basic of affiliate marketing with digital products?
 |  |  |
| * 1. select network for digital products?
 |  |  |
| * 1. select niche and products?
 |  |  |
| * 1. build landing page with WordPress or Click funnel?
 |  |  |
| * 1. apply SMM to promote landing page to capture lead?
 |  |  |
| * 1. apply SEM to Promote landing page to capture lead?
 |  |  |
| * 1. promote products to lead through Email Marketing?
 |  |  |
| **OUDM017L6V1: PROMOTE A WEBSITE WITH PRINT ON DEMAND** |  |  |
| * 1. interpret basic of Teespring?
 |  |  |
| * 1. select network for POD?
 |  |  |
| * 1. select niche for POD?
 |  |  |
| * 1. select website on Teespring?
 |  |  |
| * 1. design product using Canva?
 |  |  |
| * 1. apply SMM to promote your products?
 |  |  |
| * 1. apply video marketing to promote your products?
 |  |  |
| **OUDM018L6V1: PREPARE, MONITORING, EVALUATION AND ROI REPORT** |  |  |
| * 1. state step by step guidelines for making money?
 |  |  |
| * 1. state common mistakes for affiliate marketing?
 |  |  |
| * 1. plan startup costs and estimated idea for affiliate marketing?
 |  |  |
| * 1. state proper initiatives that Pays the Affiliates and how to avoid problem arising from Google?
 |  |  |
| * 1. state focusing on Common affiliate sales network?
 |  |  |
| * 1. do competition analysis?
 |  |  |
| * 1. show ROI Calculation for Project based work?
 |  |  |
| * 1. generate report?
 |  |  |
| 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:** |  |