

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	Certificate in Digital Marketing for freelancing -Level - 3	
Candidate Name		
Application Serial/ Registration No.		
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. Plan negotiations		
2. Participate in negotiations		
SUICT002L4V1: Operate Office Application Software		
1. Operate computer		
2. Install application software		
3. Use word processor to prepare/create documents		
4. Use spreadsheet to create /prepare worksheets		
5. Use presentation software to create / prepare presentation		
6. Print a document		
SUICT004L4V1: Comply to Ethical Standards in the Workplace		
1. Uphold the requirements of clients		
2. Deliver quality products and services		
3. Maintain professionalism at workplace		
4. Maintain workplace code of conduct.		
OUSMM001L3V1: Interpret Concepts of Digital Marketing		
1. Interpret Concepts of Digital Marketing		
2. Apply strategies & measurement for Digital Marketing control and analysis		
3. Explore lead generation and lead nurturing techniques		
4. Interpret ethics and guidelines for Digital Marketing		
5. Identify career opportunities in the Digital Marketing		
OUSMM002L4V1: Apply Social Media Marketing		
1. Interpret Social Media Marketing		
2. Practice Facebook Marketing		
3. Practice Instagram Marketing		
4. Practice Twitter Marketing		
5. Practice Pinterest Marketing		
6. Practice LinkedIn Marketing		

OUSMM003L3V1: Interpret Search Engine Marketing (SEM)		
1. Interpret concepts of SEM		
2. Apply strategies and measurement for SEM		
OUSMM004L3V1: Practice Basic Search Engine Optimization (SEO)		
1. Interpret basic concepts of SEO		
2. Apply On-Page SEO		
3. Apply Off-Page SEO		
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:

COMPETENCY ASSESSMENT AGREEMENT

Qualification:	Certificate in Digital Marketing for freelancing -Level - 3		
Candidate's Name:			
Assessor's Name:			
Qualification/Units of Competency to be Assessed	GU009L3V1: Practice negotiation skill SUICT002L2V1: Operate office application software SUICT004L4V1: Comply to ethical standards in ICT workplace OUDM001L3V1: Interpret Concepts of Digital Marketing OUDM002L3V1: Apply Social Media Marketing OUDM003L3V1: Interpret Search Engine Marketing (SEM) OUDM004L3V1: Practice Basic Search Engine Optimization (SEO)		
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:	