

PRACTICAL DEMONSTRATION – OBSERVATION CHECKLIST		
Candidate Name:		
Assessor Name:		
Qualification:	Certificate in Digital Marketing for Freelancing, Level - 03	
Date of Assessment:		
Instructions:	The tasks listed on the observation checklist of the practical demonstration will provide performance evidence of the candidate. Performance can be observed in an actual workplace or in a simulated working environment. If performance of particular tasks cannot be observed, you may ask the candidate to explain a procedure or enter into a discussion on the subject. The assessment activity (practical demonstration) should: ▪ fit industry requirements in which the assessment will be conducted ▪ adhere, where possible, to reasonable adjustment practices ▪ ensure that suitable performance benchmarks are applied and explained to the candidate	
OBSERVATION RECORD		
Performance Criteria	Place a ✓ to show if evidence has been demonstrated competently	
	Yes	No
Job-1:		
SUICT002L2V1: 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 IT 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	☐	☐
The candidate's demonstration was: ☐ SATISFACTORY ☐ NOT SATISFACTORY		
Job: 02		
GU009L3V1: Practice Negotiation Skills		
1. Plan negotiations	☐	☐
2. Participate in negotiations	☐	☐
SUICT004L4V1: Comply to ethical standards in ICT workplace		
1. Uphold the requirements of clients	☐	☐
2. Deliver quality products and services	☐	☐
3. Maintain professionalism at workplace	☐	☐
4. Maintain workplace code of conduct	☐	☐
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	☐	☐
The candidate's demonstration was: ☐ SATISFACTORY ☐ NOT SATISFACTORY		
Job 03:		
SUICT002L2V1: 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	☐	☐
OU DM001L3V1: Practice Basic Search Engine Optimization (SEO)		
1. Interpret basic concepts of SEO	☐	☐
2. Apply On-Page SEO	☐	☐
3. Apply Off-Page SEO	☐	☐
4. Interpret basic concepts of SEO	☐	☐
The candidate's demonstration was: ☐ SATISFACTORY ☐ NOT SATISFACTORY		
Job-04:		

SUICT002L2V1: 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	☐	☐	
OUDM001L3V1: Practice Basic Search Engine Optimization (SEO)			
1. Interpret basic concepts of SEO	☐	☐	
2. Apply On-Page SEO	☐	☐	
3. Apply Off-Page SEO	☐	☐	
The candidate's demonstration was: ☐ SATISFACTORY ☐ NOT SATISFACTORY			
Feedback to candidate:			
Assessment decision for this assessment activity:			
☐ Competent ☐ Not Yet Competent			
Candidate's Signature:		Date:	
Assessor' Signature:		Date:	