



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 - 4	
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
GU005L4V1: Carryout Workplace Interaction in English		
1. Interpret workplace communication and etiquette		
2. Interpret Workplace Documents		
3. Participate in workplace meetings and discussions		
4. Practice professional ethics at workplace		
OUDM005L4V1: Create and Manage Ad Campaign		
1. Create Campaign		
2. Manage Google Analytics		
3. Remarket Campaign		
OUDM006L4V1: Apply Local SEO Techniques		
1. Interpret the concept of local SEO		
2. Interpret search engine optimization of a local business website		
3. Setup Google my business page		
4. Setup structured data/schema markup		
5. Create structure of website for local SEO		
OUDM007L6V1: Identify and Setup Google Webmaster Tool and Google Analytics		
1. Setup Google Webmaster Tool/ Google search console		
2. Check and monitor Google Analytics		
OULGE008L5V1: Interpret and Practice Email Marketing		
1. Interpret Email Marketing		
2. Discuss and apply types of email		
3. Collect email		
OUDM009L4V1: Apply Video Marketing		
1. Interpret basic Video Marketing		
2. Practice YouTube Marketing		
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 - 4		
Candidate's Name:			
Assessor's Name:			
Qualification/Units of Competency to be Assessed	GU005L4V1: Carryout Workplace Interaction in English OUDMO005L4V1: Create and Manage Ad Campaign OUDM006L4V1: Apply Local SEO Techniques OUDM007L6V1: Identify and Setup Google Webmaster Tool and Google Analytics OULGE008L5V1: Interpret and Practice Email Marketing OUDM009L4V1: Apply Video Marketing		
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:	



Practical Demonstration – Observation Checklist

Candidate Name:	
Assessor Name:	
Qualification:	Certificate in Digital Marketing for Freelancing, Level - 04
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:		
GU005L4V1: Carryout Workplace Interaction in English		
1. Interpret workplace communication and etiquette	☐	☐
2. Interpret Workplace Documents	☐	☐
3. Participate in workplace meetings and discussions	☐	☐
4. Practice professional ethics at workplace	☐	☐
OU006L4V1: Apply Local SEO Techniques		
1. Interpret the concept of local SEO	☐	☐
2. Interpret search engine optimization of a local business website	☐	☐
3. Setup Google my business page	☐	☐
4. Setup structured data/schema markup	☐	☐
5. Create structure of website for local SEO	☐	☐
The candidate's demonstration was: ☐ SATISFACTORY ☐ NOT SATISFACTORY		
Job: 02		
GU005L4V1: Carryout Workplace Interaction in English		
1. Interpret workplace communication and etiquette	☐	☐
2. Interpret Workplace Documents	☐	☐
3. Participate in workplace meetings and discussions	☐	☐
4. Practice professional ethics at workplace	☐	☐
OU005L4V1: Create and Manage Ad Campaign		
1. Create Campaign	☐	☐
2. Manage Google Analytics	☐	☐



3. Remarket Campaign	☐	☐
The candidate's demonstration was: ☐ SATISFACTORY ☐ NOT SATISFACTORY		
Job 03:		
GU005L4V1: Carryout Workplace Interaction in English		
1. Interpret workplace communication and etiquette	☐	☐
2. Interpret Workplace Documents	☐	☐
3. Participate in workplace meetings and discussions	☐	☐
4. Practice professional ethics at workplace	☐	☐
OUDM007L6V1: Identify and Setup Google Webmaster Tool and Google Analytics		
1. Setup Google Webmaster Tool/ Google search console	☐	☐
2. Check and monitor Google Analytics	☐	☐
The candidate's demonstration was: ☐ SATISFACTORY ☐ NOT SATISFACTORY		
Job-04:		
GU005L4V1: Carryout Workplace Interaction in English		
1. Interpret workplace communication and etiquette	☐	☐
2. Interpret Workplace Documents	☐	☐
3. Participate in workplace meetings and discussions	☐	☐
4. Practice professional ethics at workplace	☐	☐
OUDM009L4V1: Apply Video Marketing		
1. Interpret basic Video Marketing	☐	☐
2. Practice YouTube Marketing	☐	☐
Job-05:		
GU005L4V1: Carryout Workplace Interaction in English		
1. Interpret workplace communication and etiquette	☐	☐
2. Interpret Workplace Documents	☐	☐
3. Participate in workplace meetings and discussions	☐	☐
4. Practice professional ethics at workplace	☐	☐
OULGE008L5V1: Interpret and Practice Email Marketing		
1. Interpret Email Marketing	☐	☐
2. Discuss and apply types of email	☐	☐
3. Collect email	☐	☐
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's Signature:		Date:



Competency Assessment Results Summary (CARS)

Candidate Name:								
Assessor Name:								
Registration No:								
Title of Qualification	Certificate in Digital Marketing for Freelancing, Level-4							
Assessment Centre:				Date of Assessment:				
The performance of the candidate in the following unit(s) of competency and corresponding assessment methods								
Units of Competency			Assessment Events					
			Written Test		Demonstration		Oral Questioning	
			S	NS	S	NS	S	NS
GU005L4V1: Carryout Workplace Interaction in English								
OUDMO005L4V1: Create and Manage Ad Campaign								
OUDM006L4V1: Apply Local SEO Techniques								
OUDM007L6V1: Identify and Setup Google Webmaster Tool and Google Analytics								
OULGE008L5V1: Interpret and Practice Email Marketing								
OUDM009L4V1: Apply Video Marketing								
Note 1: For written test Satisfactory result shall only be given to candidate who successfully answer all the questions identified in the above-named Qualification/Cluster of Units of Competency. Note 2: Satisfactory Performance shall only be given to candidate who demonstrated successfully all the competencies identified in the above-named Qualification/Cluster of Units of Competency. Note 3: For oral questioning Satisfactory result shall only be given to candidate who successfully answer all the questions identified in the above-named Qualification/Cluster of Units of Competency								
Recommendation	☐ For issuance of NC/SOA (Indicate title/s of SOA, if Full Qualification is not met)		☐ For submission of Additional documents Specify:		☐ For re-assessment (pls. specify)			
Did the candidate overall performance meet the required evidence/standards?					☐ Yes		☐ No	
OVERALL EVALUATION			☐ Competent		☐ Not Yet Competent			
General Comments [Strengths/Improvements needed]								
Candidate signature:					Date:			
Assessor signature:					Date:			
Assessment Centre Manager signature					Date:			
Attested by (Representative of NSDA):	Name and Signature				Date:			



CANDIDATE'S COPY (Please present this form when you claim your NC/SOA)
COMPETENCY ASSESSMENT RESULTS SUMMARY

Candidate Name:						
Assessor Name:						
Registration No:						
Title of Qualification	Certificate in Digital Marketing for Freelancing -Level - 4					
Assessment Centre:			Date of Assessment:			
The performance of the candidate in the following unit(s) of competency and corresponding assessment methods						
Units of Competency	Assessment Events					
	Written Test		Demonstration		Oral Questioning	
	S	NS	S	NS	S	NS
GU005L4V1: Carryout Workplace Interaction in English						
OUDMO005L4V1: Create and Manage Ad Campaign						
OUDM006L4V1: Apply Local SEO Techniques						
OUDM007L6V1: Identify and Setup Google Webmaster Tool and Google Analytics						
OULGE008L5V1: Interpret and Practice Email Marketing						
OUDM009L4V1: Apply Video Marketing						
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Recommendation	☐ For issuance of NC/SOA (Indicate title/s of SOA, if Full Qualification is not met)		☐ For submission of Additional documents Specify:		☐ For re-assessment (pls. specify)	
Did the candidate overall performance meet the required evidences/standards?				☐ Yes		☐ No
OVERALL EVALUATION		☐ Competent		☐ Not Yet Competent		
Candidate signature:				Date:		
Assessor signature:				Date:		
Assessment Centre Manager signature				Date:		
Attested by (Representative of NSDA):	Name and Signature			Date:		