

Assessment Blueprint – Digital Marketing Knowledge Test

Status: Final

Date: 15th October 2020

Approved by: Questionmark

General information

Purpose of assessment	To measure general knowledge of the key concepts in digital marketing.
Target audience	<ul style="list-style-type: none"> • Entry- and mid-level marketing employees • Entry- and mid-level marketing candidates • Other employees who use the internet and digital technologies to promote products/services (e.g. event planners, project managers, product manager etc.) <p>Such workers may be expected to have a general knowledge of the key areas of the digital marketing mix and escalate to digital marketing experts for specialized issues.</p>
Limitations	<ul style="list-style-type: none"> • Does not cover all areas of digital marketing • Some questions are focussed on Google Analytics, therefore dependant on GA technology and associated updates
What does it mean to achieve a high score?	The participant demonstrates a good grasp of key concepts in digital marketing.

What does it mean to fail the test?	The participant might lack knowledge about some basic digital marketing concepts evaluated in this assessment. He/she may wish to consider additional learning on these topics (see Topics).
Language	The test is presented in transatlantic English. Fluency in English is required. Participants should be familiar with business terminology.
Blooms taxonomy cognitive level	100% Knowledge
Format	The test is presented online, via Questionmark software (accessible on most devices). The answers are scored automatically. The test features multiple choice and multiple response type items only.
Accessibility	No use of graphics/images/media. Uses an accessible template.
Time limit	20 minutes
Number of questions	15 multiple choice and multiple response items
Scoring	One point per question. No negative scoring.
Question types to be used	Multiple choice and multiple response
Feedback	No feedback given by default, but the test administrator can enable participants to see their total score at the end of the test.
Topic coverage	<p>The participant will be given at end of test:</p> <ul style="list-style-type: none"> • Overall score • Question level feedback for wrong answers <p>It is advisable that the results of this test should not be the only source of information to evaluate the test taker's knowledge of digital marketing mix.</p>

Topics	<ul style="list-style-type: none"> • General strategy: digital marketing umbrella; inbound and outbound marketing; digital brand guidelines. • Creative: Web accessibility; video permissions; responsive website. • Paid Media: Metrics; ad platforms and social channels; online advertising standards. • Data: Website traffic and tracking; demographic data. • SEO: Black Hat SEO techniques; optimization techniques
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If you have any questions, please ask your Questionmark account manager or reach out to content@questionmark.com.

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