Computer-Based Examinations

Table of contents

Exam Format

Exam Format and Duration

All Digital Marketing Institute's professional and specialist certification exams are delivered through a network of Pearson VUE test centers. Each exam follows the same format:

- ↗   Duration: 180 minutes (candidates can finish the exam earlier)

- ↗   Number of questions: approximately 200

- ↗   Required pass mark: 60% overall

- ↗   The exam is preceded by a 5-minute optional tutorial that allows you to familiarize yourself with the exam system interface

- ↗   At the end of the exam, you can review flagged questions and come back to those you have not answered or change an answer previously selected

- ↗   There are no scheduled breaks. You can take a break if required, but the time allocated for the exam will continue during the break

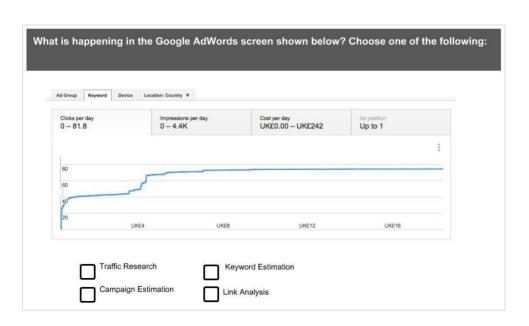- ↗   There are no notes or books allowed during the exam

Questions Types

The following types of questions can be expected at the exam:

Multiple Choice Question (MCQ) with one or more correct answers

> **Which one of the following would be considered as a traditional marketing channel?**
>
> a | Email marketing
>
> b | Social media marketing
>
> c | Mobile marketing
>
> d | Billboard advertising

Image Supported Multiple Choice Question

> **What is happening in the Google AdWords screen shown below? Choose one of the following:**
>
> Ad Group | Keyword | Device | Location: Country ▼
>
> | Clicks per day | Impressions per day | Cost per day | Ad position |
> | 0 – 81.8 | 0 – 4.4K | UK£0.00 – UK£242 | Up to 1 |
>
> ☐ Traffic Research   ☐ Keyword Estimation
>
> ☐ Campaign Estimation   ☐ Link Analysis

Drag and Drop Question

Match the key term on the left with the social media platform on the right.

a   Facebook   Followers   [ ]

b   LinkedIn   Connections   [ ]

c   Twitter   Channel   [ ]

d   YouTube   Friends   [ ]

SECTION 2

Exam Booking

Exam Authorization

To schedule and take the exam at the Pearson VUE test center, you must be registered with the Digital Marketing Institute by your training provider. Following registration, the Digital Marketing Institute authorizes candidates for an exam. Please note that it is not possible to take the exam without prior authorization.

Once you are authorized, you will receive an email notification from Pearson VUE containing:

Your unique Candidate ID

Instructions on how to book your exam at http://www.pearsonvue.com/dmi/

Exam Eligibility and Fees

Exam eligibility period

The exam must be taken within **24 weeks** from your training program end date. We recommend that you take your exam within 3-6 weeks from the completion of the program, as this provides you with an opportunity to retake the exam (if necessary) by week 24.

Please be aware that it is not possible to extend the exam eligibility time beyond 24 weeks unless there are serious extenuating circumstances (illness, bereavement etc.). Therefore, please book your exam as recommended above to ensure availability of your preferred test center and to allow plenty of time for any potential repeat exams.

If you fail an exam, you can repeat it twice. All repeat exams must be taken within the original exam eligibility period of 24 weeks.

Exam fees/voucher

The fee for taking an exam is equivalent to **€180**, payable directly to Pearson VUE at the time of scheduling. Second and third exam attempts will incur a **re-examination fee** of **€60** each.

Exam Booking

Creating a Pearson VUE account

↗ In order to book an exam, you need to create your online Pearson VUE account at http://pearsonvue.com/dmi/

↗ To create an account, please use your first and last name, and your Pearson VUE Candidate ID (provided in the email confirming exam authorization). If you cannot locate your Candidate ID, please use this link: https://students.digitalmarketinginstitute.com/students/search to retrieve your ID.

↗ You will be asked to create a username and password, as well as provide answers to your selected security questions.

↗ The **first and last names on the account must match the government-issued photo ID** (e.g. passport, national card) that you must bring to the test center.

↗ If the first and/or last names on the account do not match your ID, please use this link https://students.digitalmarketinginstitute.com/students/search to request a name update. Please allow at least 3 working days for your name to be updated on the Pearson VUE account.

Pearson VUE account login

↗ You can log into your Pearson VUE account at any time.

↗ If you forget your login details, you can reset your username or reset your password.

↗ If resetting the username and password does not resolve a logging issue, please contact PVUE Customer Service. The Digital Marketing Institute do not manage Pearson VUE accounts.

Scheduling an exam

↗ Once you are logged into your account, you can select 'schedule exam' option.

↗ After selecting an exam, you wish to schedule, you can browse available test centers, dates and times for an exam appointment.

↗ When booking the exam, you are required to make an exam fee payment online using a credit/debit card or a voucher, if received from your training provider.

↗ Please note that credit card payments are not accepted in: Afghanistan, Bangladesh, Benin, Cameroon, Gambia, Ghana, Lebanon, Nigeria, Pakistan, Senegal, Tanzania, Uganda, Kenya and Iran. If you are located in one of those countries, you will not be able to schedule the exam online and you should contact a selected test center directly to enquire about paying for the exam appointment directly to the test center.

↗ After booking an exam, you will receive a confirmation email from Pearson VUE.

Cancellations and rescheduling

↗ All cancellations and rescheduling of existing exam appointments can be done using the Pearson VUE candidate account no later than 24 hours before the exam.

↗ It is not possible to cancel/reschedule an exam scheduled within 24 hours.

↗ If you do not attend a scheduled exam, the appointment becomes a "no show" and you will be required to schedule another attempt (if you are still eligible). The fees for the exam will not be refunded in a case of a "no show".

Exam Process

Before the exam

To be admitted to the exam, please ensure that you:

↗ Check the location of your test center and time of the exam and give yourself plenty of time to get there. You should arrive at the test center 30 minutes before your scheduled exam.

↗ Bring your government-issued ID with a photo and signature. The first and last names on the ID must match the name which the exam is scheduled for. If the names do not match, you may be refused admission to the test center and you will lose your exam attempt and exam fees.

When you arrive at the test center, you will be asked to leave your belongings (e.g. bag, backpack, mobile phone, tablet, notes, camera, headphones etc.) in a designated storage area provided by the test center. You will need to switch off your mobile phone.

The test center admissions officer will perform a security check before you are admitted to the testing room to ensure that you do have any prohibited items with you.

During the security check you may be asked to:

- ↗ Turn out all pockets (e.g. pants, blazers, and sweaters) to demonstrate they are empty
- ↗ Roll up your sleeves if you are wearing long sleeves
- ↗ Lift your tie to show that nothing is hidden underneath
- ↗ Pull your hair back to show there is nothing, e.g. a Bluetooth or audio device, attached to the ear
- ↗ Pat yourself down (arms, legs, waistline) to show that there is nothing hidden
- ↗ Remove large pieces of jewellery

During the exam

The test administrator will assist you to your testing station where you will begin your exam. You will be also provided with an erasable note board that can be used to take notes during the exam.

Before accessing the test questions, you will be asked to electronically sign the **non-disclosure agreement**. The exam questions are confidential and cannot be shared with any other person or institution. If you do not accept the non-disclosure agreement, you will not be allowed to proceed with your exam.

You can take unscheduled breaks during your exam. Please be mindful that the allocated time for the exam will continue during the break.

You will not be allowed to communicate with other candidates during the test or during the break. If you do, the test supervisor may stop your exam and you will be dismissed.

Following the exam

Once you complete and submit your exam, the test center will be able to provide you with a printed score report that will show an overall score and a breakdown of your exam result by module. It will also state if you passed or failed. To pass, you must achieve an overall score of 60%.

If you passed your exam, you will receive a digital certificate from the Digital Marketing Institute in the month following your exam date. The certificate will be sent to the email address supplied at the time of your registration with the Digital Marketing Institute. Should you not receive your digital certificate by the end of the month following your exam date, you can request it at https://www.accredible.com/user/get_certificates

If you have failed the exam, you will be required to repeat it in order to become certified. You can schedule a repeat exam using your Pearson VUE online account. Please note that all repeat exams must be taken before your eligibility expiry date.