Exam Instructions Guide

Remote Examinations with DMI

Summary

Eligibility

Students must complete the exam and any resits required (maximum two) within the 24 weeks eligibility period, depending on the course. We recommend that students must book their first attempt no later than 16 weeks into the course as this will allow time to schedule a repeat exam if necessary.

Each candidate can take the exam 3 times in total.

Should a candidate fail the exam on the first attempt, they can retake the exam a further two times. Second and third exam attempts will incur a re-examination fee of €75 (or local currency equivalent) each.

Please note that corporate and partner students eligibility period may vary according to their programme duration.

Exam Format and Duration

All DMI certification examinations are computer based examinations taken remotely online. Exams measure the candidate's competency and knowledge of the modules established within the formal learning programme. All candidates must fulfil the technical requirements in order to take this exam online.

● Duration of the examination is 120 minutes. (It may take some candidates less than the allotted time to complete the examination).
● No scheduled breaks are allowed during online exams. Leaving the room or camera view at any time during both the check-in stage or exam period will void the exam attempt.
● The examination is preceded by a demo test. All candidates are recommended to take this in order to familiarise themselves with the examination system interface. The time of the demo is excluded from the allotted examination time.

When taking exams remotely you will need to download software (detailed in System Requirements section). All DMI examinations are recorded including tracking of your movements, keystrokes and any background sounds. Invigilators review these recordings before verified results and certification are released.

Question Types

The examinations consist of the following types of questions:

Multiple Choice Question (Single- and Multiple-Response):

61 Key performance indicators (KPIs) are critical measures used in evaluating the successes and areas of improvement in paid search campaigns. Different KPIs gauge various aspects, with some being more applicable than others depending on the campaign objectives.

What KPIs are typically used to measure the success of paid search campaigns?

Choose ONE option.

○ Conversion traffic

○ Bounce rate

○ ROAS

○ Brand impressions

Reset

2 Social media campaign performance can be monitored and optimized by marketers using a variety of native analytics tools on social media platforms.

What benefits can a marketer derive from using such tools?

Choose TWO options.

☐ Reduces the need of installing tracking pixels

☐ Reduces reliance on vanity metrics

☐ Makes comparisons with other relevant social campaigns

☐ Helps to identify key metrics

Reset

Matching or Drag and Drop Question

4 Social media and social commerce are different marketing concepts and fulfil unique roles in the digital landscape.

Match each description to the correct term.

Choose the correct category for each option.

	Social media	Social commerce
A space where brands direct customers to an external website to make a purchase	○	○
An ecosystem where people can make purchases without having to leave the platform	○	○
An ecosystem where people interact with one another	○	○
A space where the likelihood of cart abandonment is reduced	○	○

Reset

---

1 Third-party tools can be used by marketers to provide insights on social media campaigns via more accurate reporting and metrics.

Match each description to the relevant social media tool.

Drag each option to the correct target.

⌨ Help

A tool that measures website traffic and performance	
A tool that offers user intelligence solutions	
A tool that helps businesses manage their interactions with customers	
A tool that's used for social media management	

Sprinklr   Google Analytics   Audiense   Hootsuite

Reset

Exam Booking

Exam candidates are encouraged to avail of a Practice Test (where available) before proceeding to book their exam and subject to successfully undertaking the pre-exam demo test.

The online booking system is available 24 hours a day, seven days a week (with the exception of scheduled outages) and can be accessed across all types of popular devices, including tablets, netbooks, laptops and desktops PCs, all via your MyDMI Course page. The online exam booking system is not accessible through a mobile phone.

Candidates can use MyDMI account to:

- View exams for which they are eligible.
- Book or Reschedule exams.
- View your exam history.
- Check the provisional and final score.

How to check your exam eligibility period

- Log in to your MyDMI account.
- Click on the Courses tab.
- Select the course you would like to check if the exam booking platform is already opened.
- Click on Exam Information.

Exam Information

- **Course Not Started Yet:** courses do not officially start until the first day of each month (following receipt of payment). The exam booking system will open two weeks after this date. Candidates have until the end of the exam eligibility period to sit their exam.
- **Bookings Not Open Yet:** the course started, however candidates must wait for the booking platform to open two weeks after this date.

- **Book Your Exam:** the exam booking platform is open for candidates any day and any time until the end of the eligibility period.
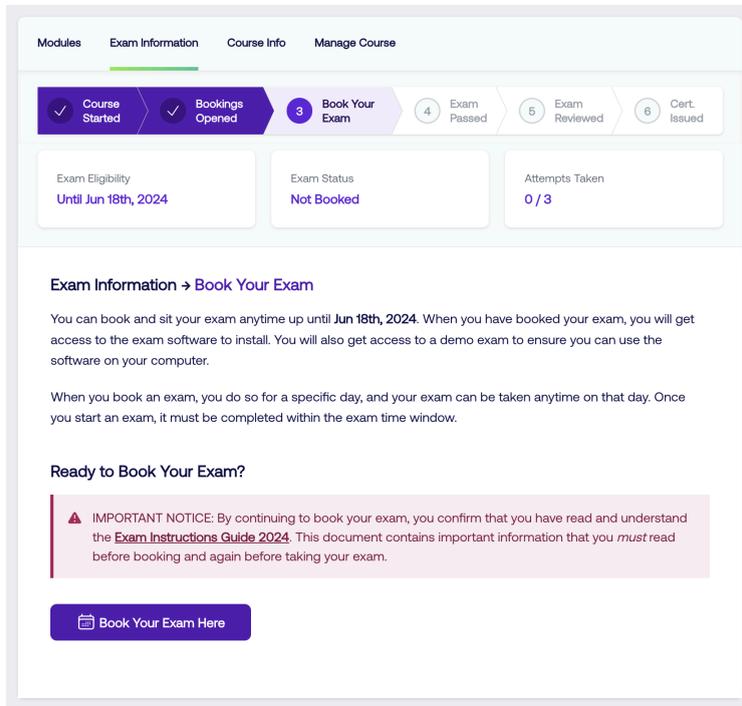
How to book your exam

- On the Exam Information tab, click on the Book Your Exam Here button.
- The calendar page will show up for candidates to select the date they want to schedule the exam.
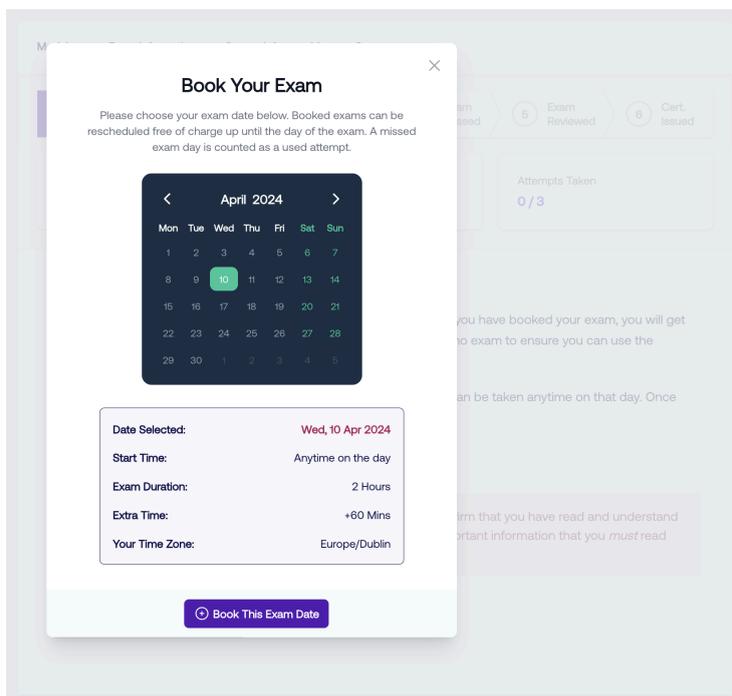
- Once the date is selected, click on the Book This Exam Date button to confirm.
- The platform will be loading for a couple minutes. It is important to wait until the exam booking is confirmed.
- Once the exam booking is confirmed, all the information and details needed will appear on the Exam Information page.

Modules   **Exam Information**   Course Info   Manage Course

✓ Course Started   ✓ Bookings Opened   ✓ Exam Booked   **4 Pass Your Exam**   5 Exam Reviewed   6 Cert. Issued

Exam Eligibility
Until Jun 18th, 2024

Exam Status
Scheduled for Apr 10th, 2024

Attempts Taken
0 / 3

Exam Information → Your Exam is Booked

You have successfully booked your exam for **Apr 10th, 2024**. You can now download the exam software below and try the demo exam to ensure the computer you intend to use on the exam day passes all the system checks.

⚠ IMPORTANT NOTICE: Please ensure you have read and understand the Exam Instructions Guide 2024. This document contains important information that you must reference again before taking your exam.

🗓 Reschedule Your Exam   ⬇ Download Exam Software   ⬇ Exam Entry Info

Important Exam Portal - Access Details

It is *extremely important* that you have the information below available on your exam day. Please print this information for your exam day, as this will be the only piece of paper permitted.

IMPORTANT EXAM ENTRY DETAILS	
Exam Portal Username	DMI300013
Exam Portal Password	F450G6
Exam PIN Code	ab1234
Exam Re-Entry Code	h78r3

You will be required to use the **Username / Password** above to log in to the Exam Portal software. Then use your **Exam PIN Code** to access and start your exam. If you have any connectivity issues after starting your exam and need to re-enter, you may be required to enter the **Re-Entry Code**.

Note you have 24 weeks (depending on your course duration) from your start date to complete your programme and take your exam. Any resits (maximum 2) must also be taken within this eligibility period. It is not possible to extend this deadline unless in extenuating circumstances and supporting documentation will be required.

How to reschedule your exam

- On the Exam Information page, click on the Reschedule Your Exam button.
- The calendar page will show up for the candidates to select the date they want to reschedule the exam.
- The platform will be loading for a couple minutes. It is important to wait until the exam booking is confirmed.

- Once the new booking is confirmed, the new date will be updated on the Exam Information page.

Please Note Exams can be rescheduled at any time up to the day before the scheduled date. Failure to cancel or reschedule an exam in advance will result in a No Show and count as one attempt.

System Requirements

DMI exams can be accessed by the two most recent stable versions of the following web browsers:

- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Apple Safari

The most common browsers are on aggressive release schedules; therefore, the most current version is not explicitly listed. We recommend that you install new versions of the browsers as they are released.

Note that this only defines the recommended browsers. Other browser versions and vendors that follow modern web standards can also be used.

Step 1: Download Inspera Integrity Browser

Inspera Integrity Browser is a desktop application that is installed on your computer. Inspera Integrity Browser is not used on an internet browser such as Chrome or Edge.

Step 2: Familiarize yourself with a demo test

The best way to familiarize yourself with Inspera Integrity Browser is to take a demo test. When starting your demo test, here are some tips that we recommend looking out for:

1. Your sign-on and Invigilator-provided pin works.
2. Your system passes the system checks page.
3. You have a working camera and microphone.
4. Spend time getting familiar with the Exam layout.

Step 3: Exam layout

Upon entering the Exam , you will be presented with a start page similar to the example below. You can find useful information such as the Exam name, Exam window, time limit, and any additional time that has been added.
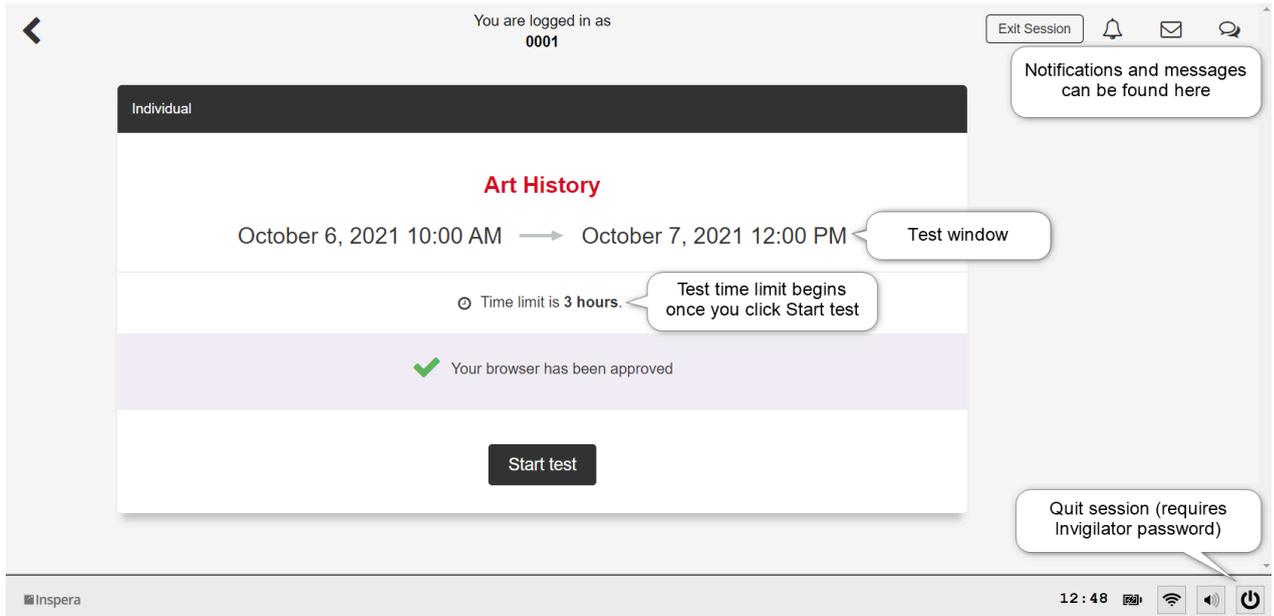
Reschedule Policy

Candidates are able to reschedule booked examinations through their MyDMI account at anytime, provided they do it prior to their scheduled exam day.

It is recommended that candidates reschedule their exam as soon as they know they will not be able to take the exam on their scheduled day.Failure to take a scheduled examination by a candidate will result in a 'no-show status'. If a candidate reaches a 'no-show status', the first exam attempt will be used.. The candidate will be required to pay a re-examination fee to schedule another exam attempt. (3 attempts in total are allowed -with the second and third attempt attracting a resit fee).

Extenuating Circumstances

Digital Marketing Institute accepts that there are times when personal emergencies may cause the candidate to miss a scheduled exam (resulting in a no-show status). These are referred to as extenuating circumstances and include serious illness and/or hospitalization, accident, immediate family bereavement or other serious personal circumstances. Events such as sporting, cultural or work commitments, transport issues or adverse weather conditions are not considered extenuating circumstances.

If extenuating circumstances force the candidate miss a scheduled exam, the candidate is requested to contact the Digital Marketing Institute at exams@digitalmarketinginstitute.zendesk.com within 72 hours following the scheduled exam. The candidate will be required to provide an explanation along with supporting documentation

(accident report, medical documentation, police statement, etc.) in order for them to reschedule their exam without penalty, if approved by the Digital Marketing Institute.

The Digital Marketing Institute will review all claims on a case-by-case basis. If the exceptional circumstance claim is not approved, candidates will be required to pay the full re-examination fee to sit the exam and it will be counted as a repeat attempt.

Exam Preparation

Exam System Access Details
It is extremely important that you have your access details in hand on your exam day. These details will be found on the Exam Information page.

Important Exam Portal – Access Details

It is *extremely important* that you have the information below available on your exam day. Please print this information for your exam day, as this will be the only piece of paper permitted.

IMPORTANT EXAM ENTRY DETAILS	
Exam Portal Username	DMI300013
Exam Portal Password	F450G6
Exam PIN Code	ab1234
Exam Re-Entry Code	h78r3

You will be required to use the **Username / Password** above to log in to the Exam Portal software. Then use your **Exam PIN Code** to access and start your exam. If you have any connectivity issues after starting your exam and need to re-enter, you may be required to enter the **Re-Entry Code**.

Exit/disconnect from all secondary screens
You are only permitted one primary monitor to use during your exam.

Exit from all applications
It is important to save and exit from all background applications that are not related to the Exam before beginning your Exam . Failure to do so can result in lost work, or cause the Exam System to crash.

Turn off all blockers
Make sure you've turned off blockers such as anti-virus programs.

Where to sit the Exam

● As plain a background as possible: A busy background can cause the webcam to focus on the wrong subject (a book, rather than you).
● Position the laptop so it is both comfortable to use and the webcam can see you: if you go through the ID check and then move the screen once the Exam starts, it might be out of frame for the duration of the Exam .
● Do not have a light source behind you: It's highly likely the webcam will adjust its exposure to match the light making it difficult to see you.
● Find somewhere comfortable: Moving the laptop mid-Exam will likely cause flags.

The only items allowed in your Exam station are

- Bluetooth/USB keyboard and mouse.
- Wired keyboard and mouse.
- External USB webcam.
- Bottle of water.
- Snack.

The following items are not allowed in your Exam ing space

- Mobile phones, hand-held computers/personal digital assistants (PDAs) or other electronic devices, pagers, and watches/smart watches.
- Books or notes.
- Writing instruments, paper, notepads.
- Wallets or purses/handbags.
- Eyeglass cases.
- Firearms or other weapons.
- Headphones/headsets.

Exam Day

Login

When you enter the Inspera Integrity Browser, the Introduction page will guide you through the login process.

- Step 1: Inspera Assessment will run a systems check
- Step 2: Log into your account
- Step 3: Select your Exam
- Step 4: Camera, screen recording, and disk space check
- Step 5: Microphone check
- Step 6: Take your photo
- Step 7: Take a snapshot of your ID

Systems check

The systems check will go through each variable individually to ensure that your system passes the checks. If your device does not pass all necessary checks you will need to restart the process after making the necessary adjustments.

System Assessment

There are number of checks that need to be conducted to make sure your system is compatible with Inspera Exam Portal. It shouldn't take long.

- Login configuration... passed
- App version... passed
- Browser GPU support... passed
- CPU features... passed
- Clock accuracy... passed
- Connection quality... passed
- Environment... passed
- Number of displays... passed
- Process blocklist... passed

This step is successfully completed. Click Next to continue.   **Next**

ID Check

The candidate's first name and last name on the ID must match exactly the names they were registered for the examination with, otherwise the candidate will be denied entrance to the exam. If a candidate is denied entrance to the exam due to mismatching ID and registration names, they will lose the exam attempt and their registration will not be moved to another exam date. There are no exceptions to this policy.

If the candidate's registration name differs from the name on the ID, they must notify Digital Marketing Institute at least 3 working days before the examination. The Digital Marketing Institute has sole authority to change the candidate's registration name.

Acceptable forms of IDs with photograph and signature include:
- Driver's licence.
- Government-issued identification card.
- Passport.
- Any other government-issued ID with a photo and signature.

Loss of internet

Keep calm! Inspera saves your answers, even if you disconnect from the internet. A warning will alert you in the case that you lose connection to the internet. You can follow the steps below to troubleshoot a loss of internet connection.

1.   Try to re-establish your internet connection by clicking WiFi 📶.
2.   Disconnect from your connection, and try reconnecting.
3.   Connect to another signal.

If you can re-establish an internet connection

If you can re-establish an internet connection, proceed normally with your Exam as Inspera saves your previous and current answers. Click Submit now when you are ready to submit your Exam .

If you cannot re-establish an internet connection

If you cannot re-establish an internet connection, you can still proceed with your Exam and continue with an offline submission as Inspera saves your previous and current answers. Shortly

after being disconnected from the internet, you should receive an automated message from your institution providing you with offline instructions.

1.   Proceed with your Exam .
2.   When you are ready to submit your Exam , click Save submission as file.
3.   Enter your Invigilator-provided password, click Save submission.
4.   The Exam is saved as a .ia file to your computer.
○   Mac: The download is confirmed and you will receive a prompt on where the file is stored.
○   Windows: The file can be found in the standard download folder - usually C:\Users\<username>\Downloads.
5.   Confirm with your Invigilator that you have downloaded the file. Upload and share the .ia file using a method approved by your Invigilator.
○   USB: The file can be uploaded to a USB and shared
○   Cloud: The file can be uploaded to a cloud service and shared
○   Email: The file can be downloaded and sent over email

Misconduct During the Exam

The Operations team closely reviews any issues raised by invigilators and decide if there is sufficient concern, in which case they contact the student to discuss the allegation.and an Academic Misconduct Panel conducts a formal process to review whether academic misconduct has taken place and decide and convey any follow-up actions which will need to be taken.

Academic misconduct can be either:

● Poor Academic Practice - requires a remedy

or

● Academic Misconduct – mitigating circumstances are considered and a penalty is determined.

Type of Academic Malpractice:	Academic Misconduct	Poor Academic Practice
Definition:	"any act, or attempted act, leading to circumstances whereby a student might gain an unpermitted or unfair advantage in an assessment or in the determination of results, whether by advantaging themselves or by advantaging or disadvantaging	"an inept or inadvertent breach of the conventions or regulations of academic practice, committed through a defensible ignorance of those conventions and regulations, where no distinguishable advantage may be or has been accrued to the student, and where there is no discernible intention to deceive"

Forms:	• Plagiarism • Collusion • Fabrication • Impersonation • Contract Cheating • Misrepresentation • Unauthorized Possession or Reference • Bribery/ intimidation • Breach of the Rubrics of Assessment • False Attribution	
Penalty or remedy:	Penalties can include: • Activity with educational benefit • Written warning in student's file • Voiding the assessment • Reporting to the professional body	Remedy: • Addressed through correction & education by Operations Team • Advantage is removed, e.g. by voiding assessment • Repeated incidents may be treated as academic misconduct.

Academic Misconduct could be determined by:

- Visibility/movement: Throughout your exam, you must stay in your designated Exam space, in view of your webcam. Your eyes must face forward at all times, and you may not cover your webcam. Additionally, unless prompted by the invigilator, do not move your webcam once the exam has started.

- Communicating with others: Once you've started your exam, nobody may enter or even pass through your Exam space, and you may not communicate with anyone.

- Speaking aloud: You may read the Exam questions aloud. However you may not cover your mouth, attempt to hide your face, or move out of view of the webcam.

- Mobile Phone / Smart Watch: You may not use your cell/mobile phone or Smart Watch while doing your exam. Any use, including but not limited to taking a call and having a conversation with anyone, texting, accessing apps, etc., may result in your exam being revoked/terminated.

It's a good idea to stage your Exam space before Exam day. Start by clearing all personal and preparatory items. You'll need to take photos of the area during check-in, and plan to keep it tidy as inspections are sometimes requested.

Exam Cancellation by DMI

In the unlikely event that the Digital Marketing Institute needs to cancel any exams, we will contact candidates directly via email to notify them of the cancellation and reschedule their exam.

In case of any questions, please contact our support team via admin@digitalmarketinginstitute.zendesk.com

Exam Confidentiality

The examination, answer sheets, worksheets and any other exam-related materials remain the sole and exclusive property of the Digital Marketing Institute. These materials are confidential and are not available for review by any person or agency for any reason.

Examination results are confidential and will not be disclosed to anyone without the candidate's consent. Candidates are required to agree to a non-disclosure policy before they are allowed to take the exam. Failure to accept the non-disclosure policy will result in the candidate being refused eligibility to take the examination.

Exam Results

All candidates may take the online examination up to three times.

Should a candidate fail their first exam attempt, the 2nd and 3rd attempt must be completed within the 24 weeks eligibility period, according to the course duration.

The exam is considered failed if a candidate does not receive a total score of 60% in the exam. Candidates who wish to retake the examination must retake the exam in full. There is no exception to this.

A repeat attempt is booked in the same way via MyDMI account.

If a candidate fails the examination three times, they must contact the Digital Marketing Institute if they want to retake the program. Additional course and examination fees will apply.

The candidate 'Provisional Results Score' will be available on your MyDMI profile soon after the exam. However, this result must be confirmed following our Examinations Review and Validation Process. The validation is only based on any misconduct during the exam online. The score attained in the exam will not change.

In case of a candidate who passed the examination and a misconduct has been confirmed by the invigilator, the result is revoked however it will still be counted as one attempt.

The misconduct revision can take up to 10 days to be completed and the score validated.

Students who successfully pass the exam and the exam invigilation check will receive their certificate in the month following the date the exam is completed (approximately on or around the 15th day of the following month). The DMI Digital Certification award will be sent directly to the student's registered email address.

Downloading Your Certificate

Download a PDF Version of your Certificate

- Navigate to the certificate that you would like to download.
- Along the bottom of the credential window, click the 'PDF' button.
- A PDF version of your credential will appear. Save this onto your computer.

Download and Print the Certificate

To print your certificate, you need to download a PDF copy first:
- Along the bottom of the credential window, click the 'PDF' button.
- A PDF copy of your certificate will open in a new browser window. Click on the download icon at the top of your PDF window.
- Open the PDF version of your certificate now downloaded to your computer. Go to 'File' at the top of your screen, then click on 'Print.'
- Follow the printing instructions of your computer.

On modern-day browsers, you can seamlessly view and print your certificate without leaving your browser.

Sharing Your Certificate

How to use certificates unique URL

The Unique URL is the most valuable way you have of sharing your credential.
Upon viewing your credential on the Credential View page, your unique credential URL can be located within the web address bar of your web browser.
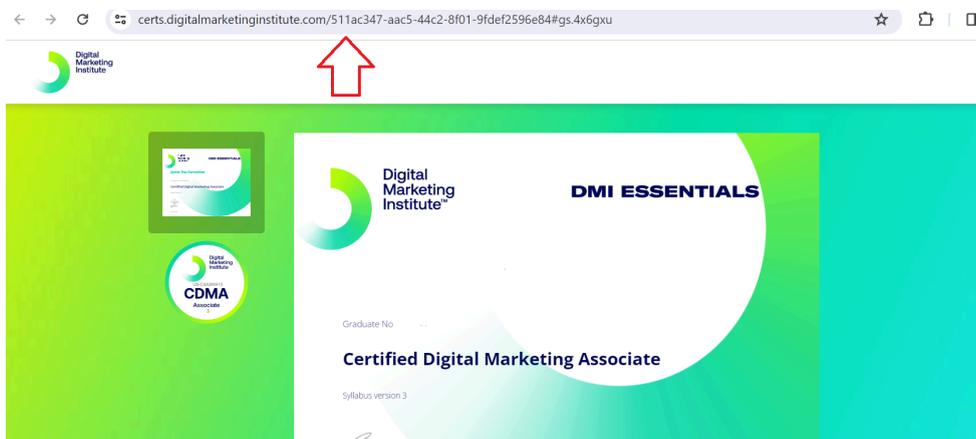
You can place your credential's unique URL in a large variety of places, including:

- Social Media Profiles
- Websites and Blogs
- Digital Resumes
- Email Signatures

By doing this, you can direct stakeholders, such as admissions officers, potential employers, or customers, back to your Credential View.

By directing people interested in your credential back to the Credential View, they can verify the credential's validity and see more information about what that achievement entails, and better understand how you won the achievement.

How to send an email direct from the Credential View

Head to the Credential View of the badge or certificate you would like to share in an email.
- Click on the 'Email' button along the bottom of the credential window.
- Fill in your email address and the email address of the person you want to share the credential with.
- Fill out the ReCaptcha 'I'm not a robot' check.
- Click 'Send' to share your credential with that all-important person.

The individual you send the credential to will receive an email containing a 'View it now' button. Clicking this button will take them straight to the credential view to verify the achievement and see more information regarding the award.
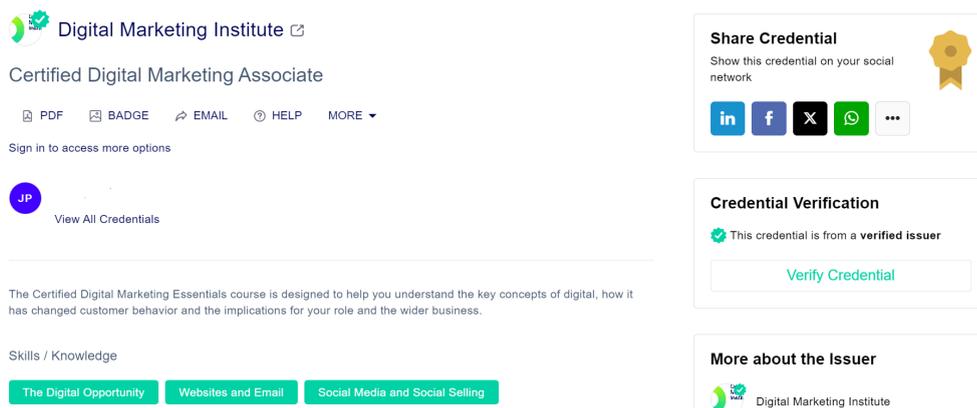

How to add your certificate to LinkedIn

You've received your certificate. Now it's time to show it off. Make sure to add your certificate or badge to LinkedIn so that everyone can see it!

There are two ways to add your certificate to LinkedIn:

- Create a post about your certificate that will appear to your connections in your LinkedIn Newsfeed.
- Click on the LinkedIn 'Share' button at the bottom of the certificate window. If you are not already logged in to your LinkedIn account, you will be prompted to do so.
- You will then be taken to LinkedIn's site, where you can choose to share as a post or as a private message.
- Write a message to accompany your certificate in your post or message and click Post/Send.

- Another way to share your certificate on LinkedIn is when signed in to your credential, you will see that the 'Verify' button on your credential view is replaced with an 'Add to LinkedIn Profile' button. Click this button.

18
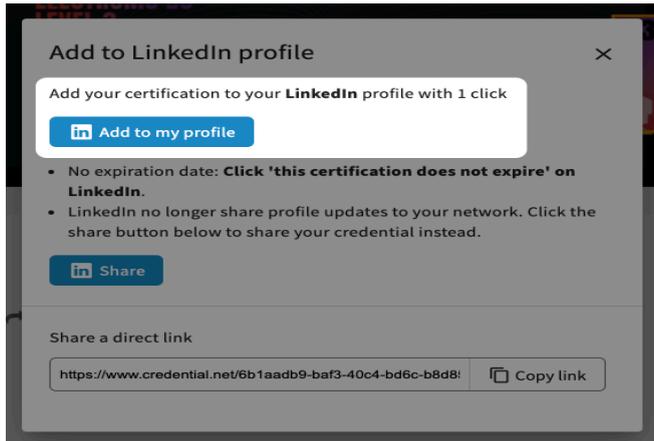
- A pop-up will appear to confirm how you would like to share your credential. Select 'Add to my profile.'
- Your credential information will be automatically carried over to the 'License and Certification' form in LinkedIn. Click 'Save.'
- Your credential will then appear on your LinkedIn profile for as long as you would like it to be there, and anyone that clicks on the link will be taken straight to your credential view, where it can be verified.

How to embed a credential to email signature

Embedding into an email signature works best with badges instead of certificates, which can look too big and bulky at the bottom of an email. If you have a certificate and a badge for your achievement, you can embed the badge in your email signature, and with one click, people can be sent to view the whole certificate.

Even if you have a badge to embed and no certificate, having it lead back to your badge's live credential view helps people verify its validity.

- Go to the credential view of the badge you would like to embed.
- At the bottom of the credential window, click on the 'Embed' button.

If this feature appears greyed out or not visible, you may need to sign in to your credential to access it.

Embedding certificate image to a web page

- Navigate to the credential view of the certificate or badge that you would like to embed.
- Along the bottom of the credential window, click the 'Embed' option. If you can't see this option you may need to log in to your credentials to view it.
- In the pop-up window that appears, click the 'Embed Image' Tab.
- Copy the image URL of the credential you would like to embed, if your credential is comprised of both a badge and certificate you will have the choice between the two.
- Navigate to the web page editor that you are using, eg Wordpress
- Use the Add Media tool specific to your web page editor.
- Paste the image URL that you copied from your credential view and wait for the credential image to load.

Successfully Certified Alumni of DMI will receive an email with their award -example below (without the authorised signatures) and may also be viewed in the digital credentials platform by clicking on this link.