TECHNICAL LEARNING AND ASSESSMENT DOSSIER

Digital Marketing and Social Media Marketing – Exam

Price / certificate issuance
50,00 €
VAT excluded

Course code	Minimum duration	Final pass score	Dossier issue
DM_SMM_LA	60 min	70%	28/11/2026

1. Course identity, purpose and scope

The "Digital Marketing and Social Media Marketing – Exam" course is designed to assess advanced skills in digital marketing and social media management. Candidates will need to demonstrate thorough knowledge of key digital marketing tools and strategies, including SEO, SEM, content marketing, alongside the dynamics of social media platforms such as Facebook, Instagram, LinkedIn, TikTok, and YouTube. The curriculum covers essential topics such as goal setting and KPIs, target and customer journey analysis, editorial planning, content creation and advertising campaigns, and result analysis and optimization through tracking and analytics tools. Particular emphasis is placed on privacy regulations, GDPR compliance, and advertising transparency. The exam features real-world scenarios focusing on complex cases like reputation management, funnel optimization, advanced social advertising, and crisis management. The test lasts 60 minutes with a passing threshold set at 70%. This course suits professionals seeking to validate their practical skills in Digital Marketing and Social Media Marketing within dynamic and regulated environments.

This extended technical dossier describes the pathway as published in CIWZ Academy on the issue date. It consolidates purpose, references, learning architecture, module contents, assessment system, passing criteria and certificate conditions. It does not replace the official texts of the standards, laws, guidelines or schemes referenced.

2. Normative, regulatory and technical references

Digital marketing fundamentals + goal setting and KPIs + target analysis, buyer personas and customer journey + strategies and channels (SEO, SEM/PPC, display, email marketing, content marketing) + social media marketing (Facebook/Instagram, LinkedIn, TikTok, YouTube) + editorial planning, copywriting and creative assets + advertising and campaigns (Meta Ads, Google Ads, LinkedIn Ads) + targeting, segmentation and retargeting + tracking and analytics (pixels, UTM, Google Analytics) + conversion rate optimization (CRO, landing pages, A/B testing) + community management and social listening + influencer marketing + budget management and reporting + regulation and compliance (privacy/cookies, GDPR, ads transparency)

References are used as the learning and assessment framework within the limits of published content and available

sources. For professional application, the official and current versions of the referenced documents always prevail.

3. Learning architecture and assessment system

- minimum tracked time: 60 min
- active final-exam bank: 200 questions
- final exam: 30 questions selected from the bank
- passing threshold: 70%
- Direct access to the final assessment under the published rules for the exam-only pathway.
- Exam assembly from the active course bank and scoring against the published pass threshold.
- Recording of the result and, where applicable, request for the final certificate.

4. Official catalogue technical information

Learning Objectives

Assess advanced practical knowledge and skills in digital and social media marketing, including strategies, tools, and regulations.

Skills Acquired

- Planning and managing SEO, SEM, content, and social media marketing campaigns
- Target analysis, buyer personas, and customer journey
- Creation and optimization of editorial plans and advertising
- Use of tracking and analytics tools for performance optimization
- Compliance management (privacy, GDPR, ad transparency)
- Ability to manage complex scenarios like reputation crisis and funnel optimization

Target Audience

Professionals and marketers with basic to intermediate experience in digital and social media marketing aiming to certify their skills.

Prerequisites

Basic knowledge of digital marketing strategies and tools; practical experience recommended.

Program

- Digital marketing fundamentals
- Goal setting and KPIs
- Target, buyer personas, customer journey analysis
- Strategies and channels: SEO, SEM/PPC, display, email, content marketing
- Social media marketing on main platforms

- Editorial planning, copywriting, and creativity
- Advertising and campaigns: Meta Ads, Google Ads, LinkedIn Ads
- Targeting, segmentation, retargeting
- Tracking and analytics (pixels, UTM, Google Analytics)
- Conversion rate optimization (CRO, landing pages, A/B testing)
- Community management and social listening
- Influencer marketing
- Budget management and reporting
- Regulation and compliance (privacy, cookies, GDPR, ads transparency)

Teaching Methodology

Timed exam with theoretical questions and practical case studies to test problem-solving and application skills.

Assessment Method

60-minute written exam, pass mark at least 70% correct answers.

Duration

60 minutes

Certification

Certificate of exam completion (subject to certification fee payment).

Expected Outcomes

Certification of advanced digital and social media marketing skills, critical analysis, and decision-making capabilities in complex professional settings.

7. Assessment system, final exam and passing criteria

- The final assessment consists of 30 questions selected from the active course bank. The platform applies an anti-repetition logic for new attempts when the bank size allows it.
- Final question-bank size detected at generation time: 200 active questions.
- Published passing threshold for the course: 70%.
- Questions are intended to assess not only recall but also interpretation, application, evidence selection, scenario assessment and quality of decision-making, depending on the subject matter.

8. Tracking, learning continuity and session integrity

- Path status, completed modules and recorded time are managed server-side when the course uses the Academy learning mode.
- The platform allows the pathway to resume from the recorded point and retains the results of required checks.
- Assessment sessions may be subject to the integrity and proctoring controls enabled by the platform and described in the applicable usage rules.
- Technical and integrity events support assessment and do not replace professional judgement where human review is required.

9. Certificate, use and limitations

The CIWZ certificate, where provided by the pathway and requested after passing, records the result achieved in the stated CIWZ pathway or assessment. It does not automatically replace personnel certification, professional registration, statutory licence, legal qualification or credentials issued by third-party bodies where such requirements are imposed by the applicable scheme.

10. Commercial and tax conditions

- Price / certificate issuance: 50,00 € VAT excluded.
- UAE VAT is applied to UAE customers according to billing data and the applicable tax rules.
- Any specific commercial terms, agreements or corporate orders override the public price only when formally accepted by Certificato IWZ FZCO.

11. Dossier document control

- Document automatically generated by CIWZ Academy from the course data published at the time of the request.
- Course code: DM_SMM_LA
- Document language: EN

- Generation date: 28/11/2026
- For normative and professional application, the current official sources and any applicable procedures/schemes prevail.