



Fee

50,00 €

Final exam only

Course technical sheet

Digital Marketing and Social Media Marketing – Exam

Course code

DM_SMM_LA

Test duration

60 min

Passing score

70%

Issued

27/05/2026

Executive summary

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.

Certification process

- Registration or login to the Academy platform.
- Completion of the final course examination only. Any training or preparation may be completed externally or through other channels.
- The test questions refer to the objectives, skills and topics described in this technical sheet.
- Assessment of the result, possible validation and certificate issuance according to the rules applicable to the course.

Important note

On Academy, candidates take only the final course examination. Any training or preparation activity may be delivered externally or through other channels. The test questions refer to the topics described in this technical sheet and in the course syllabus summary.

Syllabus summary

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

Certification Bodies Management systems

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transparency)

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

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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.