

CSMA - CERTIFIED SOCIAL MARKETING ASSOCIATE (CSMA) CERTIFICATION
the eMarketing Association

Certification Guide and Syllabus



ABOUT CERTIFICATION

Most certification programs are created, sponsored, or affiliated with professional associations, trade organizations, or IT vendors interested in raising standards. Even those programs completely independent from membership organizations enjoy association support and endorsement.

The growth of certification programs is also a reaction to the changing employment market. Certifications are portable, since they do not depend on one company's definition of a certain job. Certification stands about the resume and the professional reference by being an impartial, third-party endorsement of an individual's professional knowledge and experience. (Source: Wikipedia)

It is important to distinguish the difference between taking a course and achieving a certification. Our online courses provide you with educational material and a certificate of completion. A certification is not designed to be educational but rather to test and verify your competence in an arena. Your certification is a much more significant credential than a certificate of completion from a course. The eMarketing Association developed the first certification for Internet Marketing, Certified eMarketing Associate (CeMA) in 1999, and is the world leader in Marketing Certifications. Tens of thousands of individuals have been certified by the eMarketing Association, in over 60 countries. Our certifications are offered in over 600 Colleges and Universities.

CSMA EXAMINATION GUIDE **VERSION 1.0**

Objective: The accreditation/certification of an individual as Certified Social Marketing Associate (CSMA). This provides a credential that indicates competence in the social marketing arena, thereby establishing credibility for that individual.

Purpose: To certify an individual as competent and capable of performing social marketing functions utilizing current technological processes and established marketing techniques.

Process: To measure and evaluate the social marketing knowledge, understanding, and ability of an individual through a 100 question examination. The exam is taken online at your convenience, no scheduling is necessary. You receive your result instantly upon completion. If you fail the exam on your first attempt you may retake the exam at no charge after a 30 day waiting period.

Benefit: Upon successful completion of the examination, you may use the CSMA designation on websites, resumes, and bios and for any other appropriate application. The CSMA logo can be used on websites and printed materials. Certified individuals are entered into a eMA data base for employers, or customers to verify certification status. Certification demonstrates your ability in the social marketing arena, and your commitment to professional development. You will receive a personalized printed certificate in the mail.

Eligibility: To qualify for the examination applicants must have the competencies listed in the pre-requisites section of this syllabus. Membership in the eMA is NOT a requirement. Professional experience is not a requirement.

PREPARING FOR THE EXAMINATION

There is no “right” way to prepare for the examination. Since each person has different levels of knowledge and ability, your education, current knowledge and background will determine which areas of this syllabus that you need to review in more detail prior to the exam. The Advanced Social Marketing eCourse offered by the eMA will prepare you for the exam, but is not a requirement.

The CSMA examination tests your knowledge of concepts and specifics in social marketing. Please refer to the syllabus for the specific knowledge, understanding, and ability required to pass the examination.

THE EXAMINATION

The CSMA examination consists of 100 multiple-choice questions. You will be given 1 hour to complete the examination online. The exam can be taken from any computer Apple or PC, as well as iPads and Android devices.

STAYING CERTIFIED

Your certification does not have an expiration date; however, you may re-certify at any time by documenting your participation in continuing education and other professional development activities. After you become certified you will receive complete information on re-certification.

QUESTIONS?

PLEASE E-MAIL TO: service@emarketingassociation.com

DEFINITIONS:

For the purpose of this syllabus we have used three terms (understanding, knowledge and ability) to determine the level of competence required to pass the CSMA examination.

Understanding: having attained a firm mental grasp of something; to grasp the meaning of; to grasp the reasonableness of; to have a clear or complete idea of; to interpret in one of a number of possible ways. This is the most basic level of knowledge for this syllabus.

Knowledge: the fact or condition of knowing something with familiarity gained through experience, association, education or study. This term indicates that the applicant has a relatively complete grasp of the subject or item on the syllabus.

Ability: the quality or state of being able; a mental power to perform; competence in doing: SKILL; natural aptitude or acquired proficiency. This term indicates that the applicant “can perform” the task indicated.

PRE-REQUISITES - LEVEL CSMA:

1. Ability to use the Windows, iOS or Android based computer operating system.
2. Ability to read and understand English (this exam is only available in English).
3. Ability to use an email client (Hotmail, Outlook, Gmail etc.).
4. An active email account.
5. An Internet connection (this exam requires very little bandwidth).

CSMA EXAM REQUIREMENTS - SYLLABUS

1. Knowledge of Social Marketing Services
2. Knowledge of Social Marketing Infrastructure
3. Knowledge of Facebook Terms and Conditions

4. Knowledge of Twitter Terms and Conditions
5. Knowledge of LinkedIn Terms and Conditions
6. Knowledge of YouTube Terms and Conditions
7. Ability to set up group pages on Facebook
8. Ability to set up Company pages on Facebook
9. Ability to set up Community pages on Facebook
10. Ability to set up a personal profile on Facebook
11. Ability to set up a profile on LinkedIn
12. Ability to set up a profile on Twitter
13. Ability to produce a video for YouTube
14. Ability to set up a sub-group on LinkedIn
15. Ability to moderate or assign moderators for Groups on LinkedIn
16. Ability to create a poll on LinkedIn
17. Ability to identify and utilize Twitter 3rd party management applications
18. Ability to set up and monitor paid advertising programs on social sites
19. Ability to produce a blog
20. Understanding of basic social marketing technology on the Internet
21. Understanding of mobile devices and social management programs on those devices
22. Ability to use third party applications to manage social media
23. Ability to monitor relevant metrics of a social marketing program
24. Understanding of basic marketing principals
25. Understanding of the assets required for a social marketing program
26. Understanding of basic writing skills for producing content on social sites
27. Understanding of posting frequency and relevance of content for the major social sites
28. Understanding the evolution of social media
29. Ability to produce a social marketing plan
30. Knowledge of Spam and its consequences on social sites
31. Knowledge of linking and its effect on SEO
32. Understanding of B to C vs. B to B marketing
33. Understanding of the use of photography in social marketing
34. Ability to produce a acceptable avatar for use in social media
35. Knowledge of copyright and the use of others intellectual property on social sites
36. Knowledge of the differences between social media sites
37. Knowledge of the difference between Groups, Community Pages and Company Pages on Facebook
38. Knowledge of RSS feeds for blogs
39. Knowledge of various blogging platforms
40. Knowledge of social news, and bookmarking sites

CSMA Certified Social Marketing Associate Certification Agreement

BY USING THE CSMA CERTIFICATION AND/OR CSMA LOGO YOU (THE "CANDIDATE") ARE AGREEING TO THE TERMS AND CONDITIONS OF THIS CMSACANDIDATE CERTIFICATION AGREEMENT (THE "AGREEMENT"). IF CANDIDATE DOES NOT AGREE TO THE TERMS AND CONDITIONS, THE CANDIDATE CANNOT USE THE CSMA DESIGNATION IN ANY MATERIAL FORM.

The eMarketing Association and Candidate hereby agree that the terms and conditions of the Agreement shall govern Candidate's usage of the CSMA Certification in any material form.

DEFINITIONS

"CSMA" shall mean Certified Social Marketing Associate

"Certification" shall mean the certification granted by the eMarketing Association to the Candidate upon successful completion of the requisites and upon Candidate's compliance with the Certification Agreement.

"Requisites" shall mean the specific set of requirements set by the eMarketing Association and is deemed to be satisfied when the candidate is granted a Certificate at the successful completion of the certification examination.

"Certification Requirements" shall mean those requirements specified or referenced in this Agreement.

CERTIFICATION TERMS AND CONDITIONS

Certification Requirements.

In order to use a Certification, the Candidate must:

- Pay all applicable fees;
- Accept the terms and conditions of this Agreement before completing the certification examination;
- Satisfy the Requisites and complete and pass the examination.

Modification to Certification Requirements. The eMarketing Association reserves the right to change the Certification Requirements, without cause or notice, including but not limited to specifying an expiration of the Certification, changing recommended and/or required preparations and changing test objectives, test content, test passing score, test item type, time allowed for test, and test delivery platform for the Certification.

Certification. Upon completion of the applicable Certification Requirements, the Candidate's receipt of the Certification, and subject to the terms of this Agreement, the eMarketing Association grants Candidate a non-exclusive, non-transferable, not assignable or sub-licensable, personal, revocable right to designate the Candidate with the applicable Certification. The Candidate may use the Certification only to promote his or her qualifications related to marketing, social marketing and professional uses and for no other purpose.

CSMA Logo Rights and Restrictions. Upon completion of the applicable Certification Requirements and the Candidate's successful passing of the examination, and subject to the terms of this Agreement, the eMarketing Association grants the Candidate a non-exclusive, non-transferable, personal right to use the CEMP Logo on Candidate's resume, business cards, marketing collateral, letterhead and website solely in connection with the Candidate's provision of services in relation to the certification.

The Candidate's use of the CSMA Logo is subject to the terms and conditions of this Agreement and CSMA Logo usage guidelines at the Certification Program Website which are subject to change at eMarketing Association's discretion. The Candidate agrees not to use the CSMA Logo in any manner that would diminish, tarnish or otherwise damage The eMarketing Association's image or reputation, or the goodwill associated with the CSMA Logo. Usage of the CSMA Logo on any approved website must hyper-link the CSMA Logo to <http://www.emarketingassociation.com/certifications.htm>, such that clicking on the logo will direct the user to <http://www.emarketingassociation.com/certifications.htm>. The Candidate agrees not to file any application to register any trademark, service mark, or domain name for the CSMA Logo or any other mark confusingly similar to the CSMA Logo, and not to use the eMarketing Association's trademarks or potentially confusing variation of eMarketing Association's trademarks as part of the Candidate's company name, product or service names, or domain names.

The Candidate agrees that the CSMA Logo is owned solely and exclusively by eMarketing Association. The Candidate will not, at any time during term or after the termination of this Agreement, register or attempt to register the CSMA Logo (or any mark confusingly similar thereto), or claim any interest in, contest the use of, or otherwise adversely affect the validity of the CSMA Logo anywhere in the world. The Candidate agrees not to interfere with or bring any kind of action or legal or administrative proceeding in relation to the rights and title of eMarketing Association in or to the CSMP Logo or any other eMarketing Association's trademarks or logos.

Term. This Agreement shall be effective as from Candidate's acceptance and shall remain in force until it is terminated by either the eMarketing Association or Candidate in accordance with the provisions listed below.

Termination. Candidate may terminate this Agreement at any time upon written notice to eMarketing Association. Further, the eMarketing Association reserves the right to terminate this Agreement at any time without cause and revoke Candidate's Certification by written notice to the Candidate (sent to the Candidate's last known mailing or email address). Upon termination of this Agreement and after the expiration of the Certification, all rights related to the Candidate's Certification, including all rights to use the Certification and the CSMA Logo, will immediately terminate. Except as provided herein, Candidate shall have no further rights or obligations under this Agreement after termination.

COMPLIANCE WITH REGULATIONS

Candidate agrees to comply with all regulations required by the eMarketing Association including, without limitation, the policies listed below.

No Cheating. Candidate agrees that all work submitted by Candidate is in satisfaction of the Certification Requirements, including answers, are entirely Candidate's own. Candidate will neither: provide nor accept improper assistance.

No Misconduct. Candidate agrees not to (i) falsify his or her identity or impersonate another individual; (ii) forge the Certification, score reports, printed certificate or any other records; (iii) engage in fraudulent conduct or misrepresent him or herself as Certified when he or she has not successfully met the applicable Certification Requirements; (iv)

misuse or disclose username and/or password or any other Certification identities; and/or (v) engage in any other misconduct that could be considered by eMarketing Association, in its sole discretion, as compromising the integrity, security or confidentiality of the Certification.

No Disclosure. Candidate understands and agrees that the Requisites and examination are eMarketing Association confidential and proprietary information. Candidate agrees to maintain confidentiality and not disclose, whether verbally, in writing or in any media, the contents of the examination or any part of the examination. Further, Candidate agrees not to request any other individual to disclose the content of the examination or any part thereof to the Candidate.

No Misuse. Candidate agrees not to copy, publish, offer to sell, sell, publicly perform or display, distribute in any way or otherwise transfer, modify, make derivative works thereof, reverse engineer, decompile, disassemble or translate or part thereof.

eMarketing Association ACTION FOR NON-COMPLIANCE

Candidate understands and agrees that, if for any reason and at its sole discretion, the eMarketing Association believes Candidate's passing of the examination does not accurately reflect Candidate's true knowledge or mastery of the subject matter, the eMarketing Association has the right to cancel the Candidate's Certified status and any other rights previously conferred on the Candidate by the eMarketing Association, and to permanently bar Candidate from any further participation in the eMarketing Association's Certification.

REPRESENTATIONS AND WARRANTIES

By registering and successfully completing the examination the Candidate. Candidate represents and warrants that: (i) Candidate will refrain from any conduct that may harm the goodwill and reputation of the eMarketing Association or its products and (ii) Candidate shall not make any representation, warranty or promise on behalf of or binding upon eMarketing Association.

Disclaimer. The eMarketing Association makes and Candidate receives no warranties of any kind, express, implied or statutory, related to or arising in any way out of this Agreement. The eMarketing Association specifically disclaims any implied warranty for merchantability, fitness for a particular purpose and non-infringement of any third party rights.

PRIVACY

The eMarketing Association will treat the personal information the Candidate provides in accordance with the eMarketing Association privacy policy, located at the eMarketing Association's website.

INDEMNIFICATION

Candidate agrees to indemnify, defend and hold the eMarketing Association harmless against any losses, liabilities, damages, claims and expenses (including attorneys' fees and court costs) arising out of any claims or suits, whatever their nature and however arising, in whole or in part, which may be brought or made against the eMarketing Association, or its affiliates, officers, employees or assigns, in connection with: (i) any personal injury, property damage or other claims which are caused, directly or indirectly by any negligent act, omission, illegal or willful misconduct by the Candidate, (ii) Candidate's use or misuse of the Certification and/or the CSMA Logo; (iv) Candidate's use or misuse of the eMarketing Association's confidential information; and/or (v) Candidate's breach of any obligations or warranties under this Agreement.

LIMITATION OF LIABILITY

Candidate acknowledges and agrees that the eMarketing Association shall have no liability to the Candidate for any claim in any way related to the Certification, including but not limited to registration, the testing environment, delivery of the Certification, any associated fees, and the accuracy, timeliness or reporting of any results.

Damages. The eMarketing Association shall not be liable for any indirect, incidental, special, punitive, or consequential damages or any loss of profits, revenue, or data. The eMarketing Association's liability for direct damages, whether in contract, tort or otherwise, shall be limited to fifty percent of the total amount paid to eMarketing Association under this Agreement.

CONFIDENTIALITY UNDERTAKING

By accepting this Agreement, Candidate agrees to the terms and conditions below with regard to the Certification. This Certification (including but without limitation, questions, answers, length and number of exam segments and/or questions, or any communication related to the Certification) is the confidential property of the eMarketing Association ("Confidential Information") and is made available to Candidate for the sole purpose of achievement of the Certification.

Candidate agrees (i) to hold Confidential Information in confidence and take all reasonable precautions to protect it, (ii) not to, directly or indirectly, use Confidential Information at any time during the certification procedure and thereafter, and (iii) not to, directly or indirectly, disclose, publish, reproduce or transmit any Confidential Information completely or in part to any third party, in any form, including but not limited to verbal, written, electronic or any other means for any purpose without the prior express written permission of the eMarketing Association.

The eMarketing Association retains all rights, title and interest in and to all information, content and data contained in the Exam and all copyrights, patent rights, trademark rights and other proprietary rights thereto provided by eMarketing Association under the certification procedure and Exam.

GENERAL

Governing Law. This Agreement is governed by the laws of the State of California, USA.

Severability and Waiver. The waiver by either the eMarketing Association or Candidate of any default or breach of this Agreement shall not constitute a waiver of any other or subsequent default or breach. In the event any provision of this Agreement is determined to be invalid or unenforceable by a court of competent jurisdiction, then the other provisions of this Agreement shall continue in full force and effect. Except for actions for nonpayment or breach of the eMarketing Association's intellectual property or other proprietary rights, no action, regardless of form, arising out of this Agreement may be brought by either party more than two years after the cause of action has accrued.

No Assignment. Candidate may not assign his or her rights and/or obligations, in whole or in part, under this Agreement to any third party. Any such attempted assignment shall be null and void.

Survival. Provisions that survive termination or expiration of this Agreement include those pertaining to limitation of liability, indemnification, nondisclosure, and others which by their nature are intended to survive.

Entire Agreement. This Agreement constitutes the complete agreement between the eMarketing Association and Candidate, and supersedes all prior agreements or representations, written or oral, concerning the subject matter of this Agreement. This Agreement may not be modified or amended except in writing signed by eMarketing Association and Candidate.

Upon any breach by the Candidate of the confidentiality undertaking in the Candidate Certification Agreement, the eMarketing Association may automatically and without notice withdraw Candidate's Certification. Further, the eMarketing Association is entitled to pursuing any other available remedy for unauthorized disclosure or for breach of the confidentiality undertaking in said Agreement.

eMarketing Association Certification Program Logos



