



eMarketing Association

www.emarketingassociation.com

CeMA EXAMINATION SPECIFICATIONS 6.0

Objective: The accreditation of an individual as Certified eMarketing Associate (CeMA) Level one or two.

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

Process: To measure and evaluate the *e-marketing* knowledge, understanding, and ability of an individual through an examination.

Eligibility: To qualify for the examination applicants must have the competencies listed in the prerequisites section of this syllabus. Students and professionals may apply.

PREPARING FOR THE EXAMINATION

There is no “right” way to prepare for the examination. Since each person has different knowledge and ability, your education and background will determine which areas of the syllabus that you need to review in more detail prior to the exam. **Some e-commerce classes will prepare you fully while others will not cover every area of the exam.**

The CeMA examination tests your knowledge of concepts and specifics in e-marketing and e-commerce. Level one is geared toward high school students. Level two is geared toward college students or working professionals with advanced marketing knowledge. Please refer to the syllabus for the specific knowledge, understanding, and ability necessary to pass the examination. When an area of the syllabus deals with a technical question the requirements are very basic; our objective is not test detailed IT knowledge, however the e-marketer should have enough technical understanding to interface well with IT personnel. By review of the syllabus you will have an idea of where your knowledge, understanding and skills are least developed. Then you can select a marketing textbook, reference book or e-commerce class (or research the subject on the Internet) and review the areas that you feel you need help in. You may also use the resources on the CeMA student site at:

<http://www.emarketingassociation.com/cema/index.htm>

ADDITIONAL RESOURCES ARE AVAILABLE AT THE EMA WEBSITE:

www.emarketingassociation.com

THE EXAMINATION

The CeMA examination consists of multiple-choice questions. The number of questions will be determined by the level you are taking. Level one has 100 questions. Level two has 200 questions. You will be given a time limit to complete the examination. Students taking the test as part of their e-commerce class should ask their teacher about the time limit for the exam.

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. This applies to level two CeMA only.

QUESTIONS?

PLEASE E-MAIL TO:

TAYLOR@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 CeMA 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.**

PREREQUISITES LEVEL ONE OF CEMA:

A basic understanding of the Internet and a basic ability to use a computer to access the Internet and visit web sites.

PREREQUISITES LEVEL TWO OF CEMA:

1. **Ability to use the Windows** based computer operating system (95, 98, 00, ME, or XP)
2. **Ability to use** Netscape Communicator 4.0 or above, or Internet Explorer 5.0 or above **Internet Browsers**
3. **Understanding of traditional commerce**
4. **Understanding of economics**, including description and analysis of the production, distribution, and consumption of goods and services
5. **Understanding of business** as it relates to the activities of those engaged in the manufacturing, processing, purchase, selling, supplying, and distribution of products
6. **Understanding of marketing**, or the aggregate of functions involved in moving goods from producer to consumer, and the act or process of selling or purchasing including the process or technique of promoting, selling, and distributing a product or service

TWO LEVELS OF CEMA ARE INCLUDED IN THIS SYLLABUS.

There are two levels of the CeMA exam. **Level one competencies are indicated by an (1) after the item.** Level two encompasses the entire syllabus. Level one competencies are on the level one test. The level two test encompasses the entire syllabus.

If you have questions please e-mail us at:

taylor@emarketingassociation.com

I. INFRASTRUCTURE

- 1.1 Understanding of the Internet and WWW structure and definition. (1)
 - 1.2 Understanding of how IP addresses are resolved
 - 1.3 Understanding of servers and clients
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II. ROUTING AND CONNECTIVITY

- 2.1 Understanding of networked computers
 - 2.2 Understanding of connection times and factors that affect speed of connection (1)
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III. BANDWIDTH

- 3.1 Knowledge of how bandwidth affects data transfer speed (1)
 - 3.2 Knowledge of bandwidth as it relates to home use of the Internet using dial up, cable, and DSL connections (1)
 - 3.3 Understanding of the requirements of bandwidth to accommodate web traffic on a site (1)
 - 3.4 Understanding of bandwidth requirements for rich media, video, and other audio-visual applications (1)
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V. SERVERS AND STORAGE

- 4.1 Understanding of the differences between Unix and Windows based servers
- 4.2 Ability to describe hosted, co-hosted, managed, and in-house servers and their respective advantages and disadvantages (1)

- 4.3 Understanding of basic computer storage and back-up devices and methods (1)

VI. WEB PAGE TECHNICAL BASICS

- 5.1 Knowledge of the affect different browsers have on the look and functionality of a web page (1)
- 5.2 Understanding of various scripting languages (e.g., Active X, Java, Visual Basic)
- 5.3 Understanding of authoring programs such as Front Page, Cold Fusion Studio and Dreamweaver
- 5.4 Understanding of password protected areas (1)
- 5.5 Knowledge of cookies (1)
- 5.6 Knowledge of technical requirements for auto-response e-mail
- 5.7 Understanding of the technical requirements for chat rooms
- 5.8 Understanding for the technical requirements of online bulletin boards
- 5.9 Understanding of how audio and video are used on web sites (1)
- 5.10 Understanding of FTP and basic web construction protocols (1)
- 5.11 Knowledge of security issues (firewalls, hackers, privacy etc.)

VI. HARDWARE AND APPLICATIONS FOR E-MARKETING

- 6.1 Knowledge of the hardware and software requirements for small, medium and large web sites
- 6.2 Ability to analyze the Internet infrastructure of a company to determine if its e-marketing strategy is compatible with the assets available
- 6.3 Knowledge of various software packages for the management of e-mail (1)
- 6.4 Understanding of the scripts required to provide online surveys
- 6.5 Understanding of the scripts required to provide online forms

VII. E-MARKETING BASICS

- 7.1 Knowledge of basic marketing principles and how they may apply to Internet marketing (1)
- 7.2 Knowledge of the primary functions of marketing (1)
- 7.3 Knowledge of the principles of direct marketing (1)
- 7.4 Knowledge of multi-channel marketing (1)
- 7.5 Ability to use web browsers (1)
- 7.6 Ability to do research on the Internet using keywords and search engines (1)
- 7.7 Ability to use e-mail programs for attachments (1)
- 7.8 Ability to create signatures in e-mail programs (1)
- 7.9 Understanding of the differences between HTML and plain text e-mails (1)
- 7.10 Ability to use print functions on a computer system (1)
- 7.11 Ability to access help files if necessary in programs (1)
- 7.12 Ability to navigate web sites (1)
- 7.13 Ability to utilize bookmarks (1)
- 7.14 Ability to utilize Boolean Logic in searches (1)
- 7.15 Ability to access and participate in newsgroups (1)
- 7.16 Ability to do basic research on the Internet (1)
- 7.17 Knowledge of the components of an e-marketing strategy (1)
- 7.18 Ability to register a domain name (1)

VIII. WEBSITE DESIGN FOR EMARKETING

- 8.1 Knowledge of customer expectations of web sites (1)
- 8.2 Knowledge of site architecture and mapping (1)

- 8.3 Knowledge of essential elements of a web site (e.g. privacy policy, contact information) (1)
- 8.4 Knowledge of the range of design costs for small and large web sites
- 8.5 Understanding of complexities in setting up shopping carts for e-commerce (1)
- 8.6 Knowledge of the affect of color on sites and the limitations of browsers to display all colors
- 8.7 Knowledge of screen resolutions and their affect on the look of a web site
- 8.8 Knowledge of performance issues related to graphic files (1)
- 8.9 Knowledge of frames and their limitations in search engines (1)
- 8.10 Knowledge of content management techniques
- 8.11 Knowledge of the different types of content suppliers
- 8.12 Knowledge of different types of sites (branding, direct response) (1)
- 8.13 Knowledge of web site usability issues
- 8.14 Ability to manage a Application Service Provider (ASP) web analysis program such as Webtrends
- 8.15 Understanding of copyright laws (1)

IX. SEARCH ENGINES AND DIRECTORIES

- 9.1 Knowledge of the difference between search engines and directories (1)
- 9.2 Ability to construct a meta-tag for a website
- 9.3 Knowledge of the impact of a page title on search engine position (1)
- 9.4 Knowledge of links and their impact on position in search engines (1)
- 9.5 Knowledge of how the number of topical web pages on a site affects search engine position (1)
- 9.6 Knowledge of how broken links affect search engine position (1)
- 9.7 Knowledge of how doorway pages affect search engine position
- 9.8 Ability to submit websites to search engines (1)

- 9.9 Knowledge of the top 5 major search engines and directories (1)
- 9.10 Understanding of how doorway pages affect search engine position
- 9.11 Knowledge of how domain names affect search engine position
- 9.12 Knowledge of methods of search engine submission including manual and automated processes (1)
- 9.13 Knowledge of the hazards of over submission to search engines and directories
- 9.14 Knowledge of the time lag between submission and listing in various engines and directories
- 9.15 Knowledge of software programs and ASP's that rank search engine placement and progress
- 9.16 Knowledge of the importance of search engines in e-marketing (1)
- 9.17 Ability to write a search listing description for a web site (1)
- 9.18 Ability to write key words for a web site (1)
- 9.19 Knowledge of pay-for-performance search engines (1)
- 9.20 Ability to name the top 3 pay-for-performance search engines (1)
- 9.21 Ability to manage the bidding process for pay for position programs
- 9.22 Knowledge of the average bid range for search terms on Ovature.com
- 9.23 Ability to evaluate the ASP's that maintain effective bid positions
- 9.24 Understanding of the categories of bids on pay for position search engines
- 9.25 Understanding of the basic requirements of pay-for-position programs in submitting keywords for bid
- 9.26 Knowledge of search engine optimization (SEO) and its importance to maintaining good position in search engines
- 9.27 Knowledge of fees charged by directories for inclusion of listings (1)
- 9.28 Ability to deploy a search engine optimization program for a small business (1)
- 9.29 Ability to deploy a search engine optimization program for a large business

X. E-MAIL MARKETING

- 10.1 Knowledge of the differences between HTML and plain text e-mail (1)
- 10.2 Knowledge of the percentage of Internet users that are capable of receiving HTML e-mail
- 10.3 Ability to include audio files in e-mail
- 10.4 Ability to include URL's in e-mail (1)
- 10.5 Knowledge of the affect of typography in e-mail (1)
- 10.6 Knowledge of the affect of color in e-mail
- 10.7 Ability to determine the proper length for e-mail marketing messages (1)
- 10.8 Ability to write a good subject line for e-mail marketing. (1)
- 10.9 Knowledge of auto-detect for HTML e-mail
- 10.10 Knowledge of the difference between ASP's, software, full-service e-mail marketing providers and do-it-yourself solutions for e-mail marketing programs
- 10.11 Knowledge of the process for automatic opt-out of lists
- 10.12 Knowledge of auto-responders and their role in e-mail marketing (1)
- 10.13 Knowledge of e-mail bounces and their criteria and management
- 10.14 Knowledge of list merging and purging techniques
- 10.15 Knowledge of the speed in which e-mail travels (1)
- 10.16 Ability to deploy CRM programs utilizing e-mail
- 10.17 Knowledge of e-mail marketing software for small business (1)
- 10.18 Ability to analyze and purchase e-mail lists based on accepted marketing principles
- 10.19 Knowledge of e-mail lists suppliers and their methods of compiling lists
- 10.20 Ability to deploy strategies for site visitors to opt in to a house list (newsletters, e-zines etc.) (1)
- 10.21 Knowledge of permission based e-mail marketing (1)
- 10.22 Knowledge of e-mail address harvesting software and its pitfalls

- 10.23 Knowledge of the components of an e-mail marketing strategy (1)
- 10.24 Knowledge of use of e-mail in cross-channel marketing
- 10.25 Knowledge of the average response rates for e-mail marketing using house lists vs. purchased lists (1)

XII. LEGAL AND ETHICAL ISSUES OF E-MARKETING

- 11.1 Ability to write a privacy policy
- 11.2 Knowledge of the federal government agency responsible for e-mail marketing practices (1)
- 11.3 Knowledge of current federal and state laws regarding e-mail marketing
- 11.4 Knowledge of the difference between a single opt-out and a double opt-out for e-mail marketing (1)
- 11.5 Ability to clean a list of opt-outs using a program or ASP
- 11.6 Knowledge of attitudes toward SPAM
- 11.7 Knowledge of an ASP sender block and its meaning
- 11.8 Knowledge of the number of unwanted e-mails that the average person receives each day
- 11.9 Knowledge of SPAM (1)
- 11.10 Knowledge of what constitutes opt-in email (1)
- 11.11 Knowledge of the legal/ethical implications of e-mail harvesting
- 11.12 Knowledge of COPPA and its requirements and penalties (1)

XII. E-COMMERCE ISSUES

- 12.1 Knowledge of the various payment methods on the Internet (1)
- 12.2 Knowledge of merchant accounts and how they work (1)
- 12.3 Knowledge of how Pay Pal works

- 12.4 Knowledge of security encryption for secure financial transactions (1)
- 12.5 Knowledge of batch processing of credit card transactions
- 12.6 Knowledge of alternative payment methods to credit card transactions (1)
- 12.7 Knowledge of the credit requirements for a standard merchant account
- 12.8 Knowledge of credit card ASP's and their advantages and disadvantages
- 12.9 Ability to determine the best e-commerce method for a company
- 12.10 Ability to apply for merchant accounts
- 12.11 Knowledge of VISA requirements for web site refund policies
- 12.12 Understanding of a credit card charge back

XIII. AFFILIATE MARKETING

- 13.1 Knowledge of the difference between banner exchange programs and commission based programs (1)
- 13.2 Ability to launch a viral marketing program (1)
- 13.3 Knowledge of the top affiliate program on the Internet for commission based banner advertising
- 13.4 Understand the importance of affiliate marketing in an e-marketing program
- 13.5 Ability to set up an affiliate program for a small business (1)
- 13.6 Ability to set up an affiliate program for a large business

XIV. BANNER ADVERTISING

- 14.1 Knowledge of the current average click through rates for banner advertising (1)
- 14.2 Knowledge of the average CPM's of banner advertising
- 14.3 Ability to determine the most effective banner program for a small business

- 14.4 Knowledge of the difference between pay for click and pay for impression programs (1)
- 14.5 Knowledge of the various sizes of banner ads (1)
- 14.6 Knowledge of the required file format for banner advertisements (1)
- 14.7 Ability to track metrics in banner advertising programs
- 14.8 Knowledge of ROI methods in banner programs
- 14.9 Knowledge of design requirements of banner advertising (1)
- 14.10 Knowledge banner “pop-ups” and where they are appropriate
- 14.11 Ability to set up a banner program for a small business (1)
- 14.12 Ability to set up a banner program for a large business

Please visit our CeMA website at:

<http://www.emarketingassociation.com/cema/index.htm>

For faqs and more information on the CeMA program.

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