

OMCP[®] Certification Handbook

How to Use the OMCP Certification Handbook

This handbook is a guide to applying for and maintaining your OMCP certifications.

All OMCP[®] and OMCA[™] certification applicants must read this entire handbook as it provides important information about how to obtain, maintain, and use your certification in ways that will benefit you most, demonstrate the greatest value to employers, and best align with OMCP policies and codes of ethics.

Use this handbook to:

- Find information on OMCP application and renewal processes
- Understand benefits and privileges of an OMCP certification
- Use the online OMCP certification application system.

OMCP CONTACT INFORMATION

For general information about the Certification Program, contact OMCP

OMCP Customer Care email:

info@omcp.org

Use the Online System to Apply

<https://omcp.org>

Use the Online PDU System for certification status maintenance

<https://omcp.org>

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About OMCP Certification Programs

OMCP offers a thorough certification program for online marketers who have differing levels of experience and a broad variety of career goals and employment aspirations.

OMCP[®]

OMCP Certification is the industry's premier certification for online marketing professionals who have extensive training, verified experience, and have demonstrated knowledge of online marketing concepts and best practices across multiple digital marketing disciplines. Customers, co-workers, employers, and partners can be assured that OMCP certified professionals have proven their knowledge and are committed to maintain generally accepted practices through the industry's top training providers, organizations, and industry events.

OMCA[™]

OMCA is a valuable entry-level certification for online marketing associates and entry-level practitioners. Perfect for managers, those just starting in digital marketing, or as a first step towards earning an OMCP certificate. An OMCA certification is designed to prove conceptual knowledge of digital marketing and demonstrate foundational knowledge of generally accepted practices across multiple digital marketing disciplines.

OMCP's global reach and vendor-neutral organizational structure means that the certifications it awards are relevant across many industries, applications, and geographic locations. The OMCA and OMCP certifications allow certificate holders to demonstrate their knowledge and expertise in a fair and impartial way. Because active and successful online marketing practitioners volunteer to maintain OMCP's certification standards through carefully crafted and refined competency documents and exam questions, the value of OMCP certifications remain evergreen and reliable.

OMCP Certification

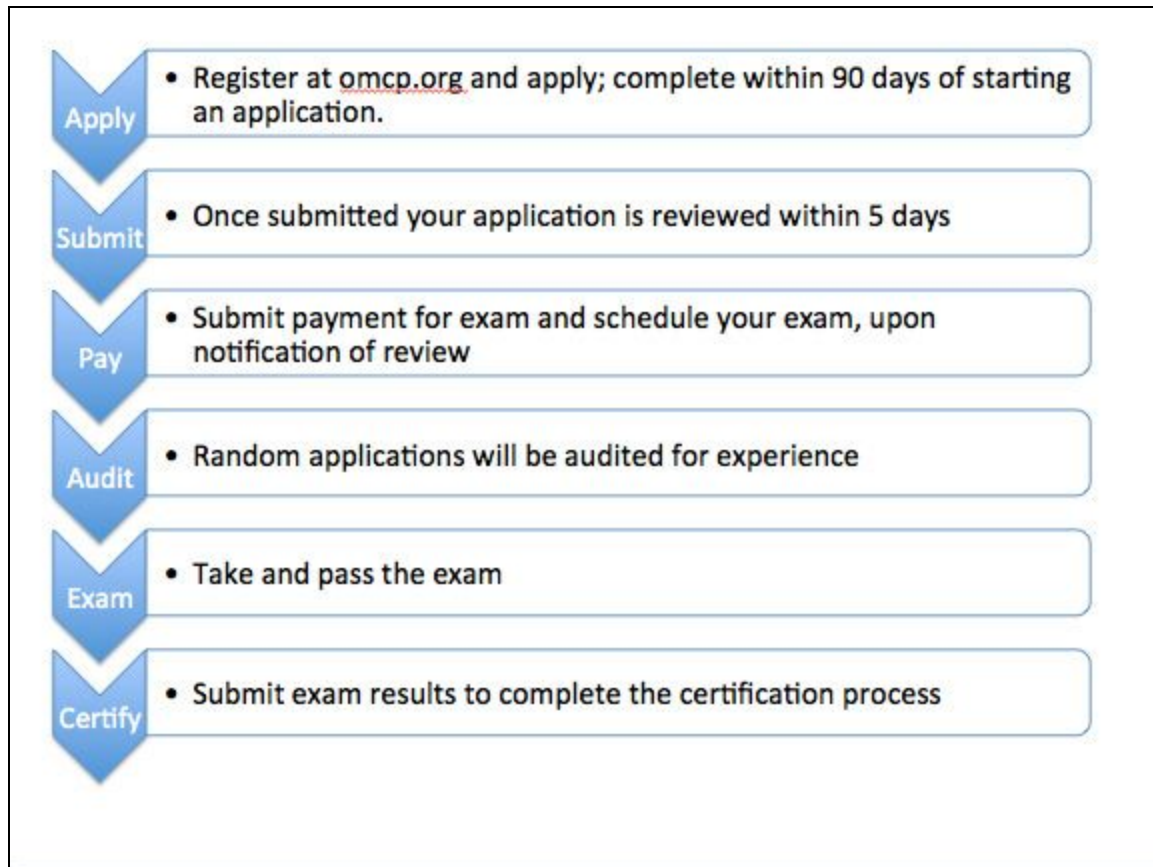
While OMCP certifications represent, with a single logo or certificate of achievement, the proficiencies employers look for and the qualities online marketers want to demonstrate, it is the overall OMCP certification program that gives those certificates their real value.

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Timeline of the Certification Process

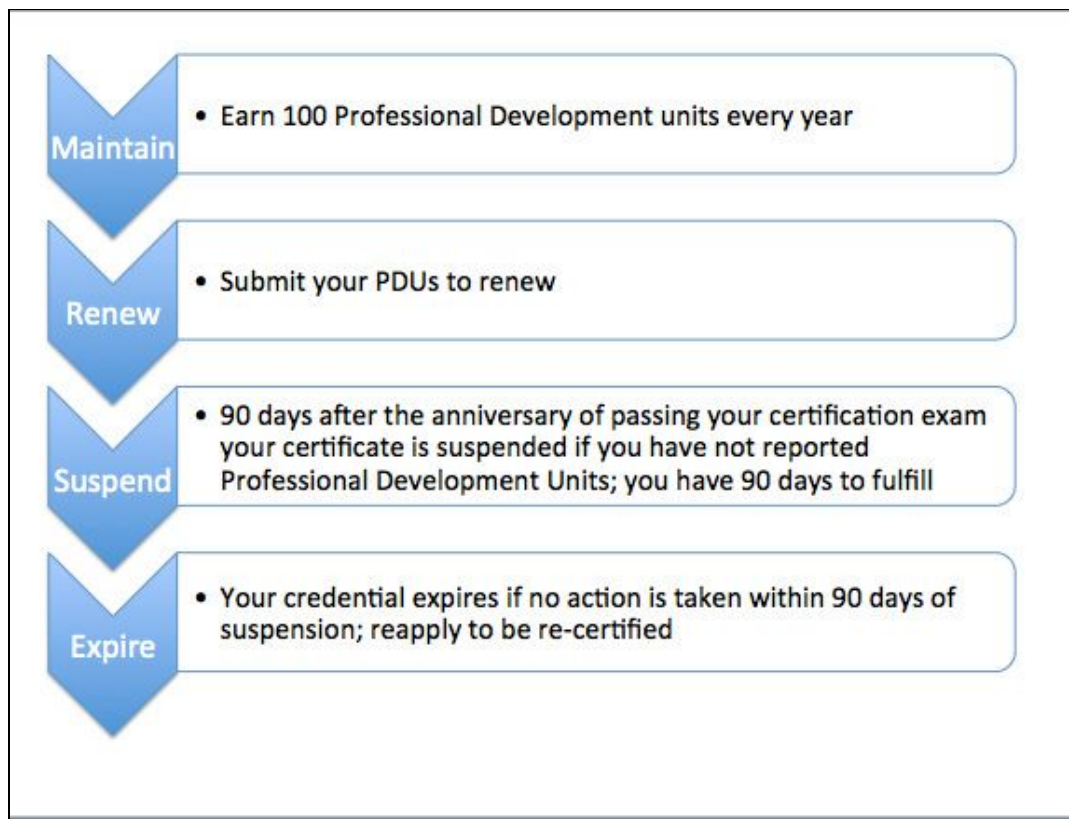
Initial certification and certification renewal comprise the total OMCP certification cycle.

Certification Cycle



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Re-certification Cycle



OMCA and OMCP Job Analysis and Role Delineation

The very nature of online marketing has produced a profession in which a steady evolution of the skills and knowledge are necessary to perform the required tasks. OMCP's certification programs are derived from independently-managed Job Analysis and Role Delineation Studies performed every five to seven years. Job Analysis and Role Delineation Studies are used to develop the exam blueprints and help to ensure that OMCP-approved courses, OMCP exams and OMCP's certification requirements are well aligned to real and essential online marketing roles. OMCP conducts the study, which includes volunteer online marketing professionals from around the world.

These individuals discuss the specific roles associated with each certification and the tasks and responsibilities that are expected to be performed within that role. In other words, a Role Delineation is a job analysis. It also provides a blueprint for the exam and links the exam questions to the role.

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The OMCP Role Delineation states that candidates for the OMCP certification:

- Perform their duties under general supervision and are responsible for all aspects of the project for the life of the project
- Lead and direct cross-functional teams to deliver projects within the constraints of schedule, budget, and scope
- Demonstrate sufficient knowledge and experience to appropriately apply a methodology to projects that have reasonably well-defined requirements and deliverables

The OMCA and OMCP Certification Process

Eligibility Requirements

To be eligible for either the OMCA or the OMCP certification, you must meet certain exam, professional experience and education requirements.

Both OMCA and OMCP certifications are supported by proctored exams that are rigorously maintained for currency and accuracy by the OMCP Standards Board.

All online marketing experience must have been accrued within the last eight consecutive years prior to application submission. Applicants can attest to experience by attaching a current resume or curriculum vitae to their OMCP registration.

Formal education is a currently a prerequisite for both OMCA and OMCP certification. Online marketing overview and practitioner-level courses are required for those with online marketing experience that doesn't meet minimum experience requirements. These courses are also highly recommended for exam preparation.

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	EXAM	EXPERIENCE	EDUCATION
OMCP			
	a passing score on the OMCP exam	2,000 hours of experience OR 1,000 hours of experience and completion of an OMCP-approved course within the six months prior to application	a four-year degree (bachelor's degree or the global equivalent) or 5,000 hours of experience
OMCA			
	a passing score on the OMCA exam	600 hours experience online marketing OR proof of completion of an OMCA-Approved course within the six months prior to application	a secondary degree or equivalent (e.g., high school diploma, associate's degree or global equivalent)

OMCP and OMCA Exam Process

Exam Descriptions

The OMCP and OMCA exams are designed to test generally accepted practices for online marketing derived from industry research comprising a Role Delineation Study, authoritative published works, and Competency Outcomes as defined by Industry and Academic Members in good standing. Exam standards committees comprised of published authors and practicing thought leaders ensure exam items are up to date and remain authoritative.

The following online marketing disciplines are supported by the most recent OMCP Role Delineation Study, are considered core to OMCP and OMCA certification, and are the core of the both the OMCP and OMCA exams.

- Content Marketing
- Conversion Rate Optimization
- Email Marketing
- Mobile Marketing
- Paid Search (PPC)
- Search Engine Optimization (SEO)
- Social Media Marketing
- Web Analytics

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Exam Blueprints

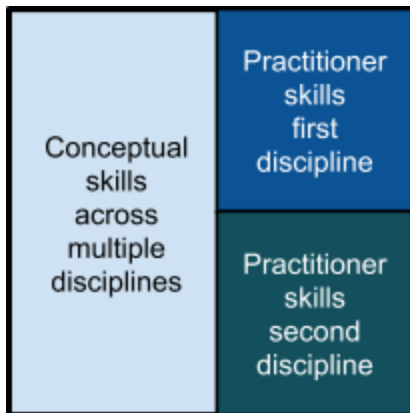
The exam blueprint provides a breakdown by percentage of the questions contained in each exam. The percentage of questions that address each online marketing discipline differ for exams that test conceptual skills across multiple disciplines versus exams that test practitioner-level skills in specific disciplines.

	Conceptual Skills Exam: Percentage of questions	Practitioner Skills Exams: Percentage of questions
Content Marketing	10%	100%
Conversion Rate Optimization	15%	100%
Email Marketing	10%	N/A
Mobile Marketing	5%	N/A
Paid Search (PPC)	20%	100%
Search Engine Optimization (SEO)	15%	100%
Social Media Marketing	5%	100%
Web Analytics	20%	100%

OMCP Examination Information

The OMCP Exam tests the knowledge, skills, and generally accepted practices commonly associated with qualification for employment in a minimally-supervised position as a practitioner of online marketing. The OMCP Exam structure comprises base-knowledge questions which test conceptual knowledge across multiple online marketing disciplines, plus two additional sections that focus on generally accepted practices in specific core disciplines. The exam taker identifies the disciplines that will be tested in the two additional sections.

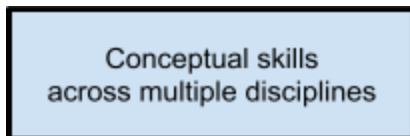
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OMCP Exam Structure

OMCA Examination Information

The OMCA Exam tests the understanding of the concepts of online marketing across eight core disciplines. The conceptual knowledge required to pass the OMCA exam is typically associated with an associate marketer, a manager of a marketing team, or an adjacent role (such as sales, development).



How to Prepare for the Exams

Planning ahead for your exam will help ensure that you have the best chance to be successful and that the exam process works smoothly for you. Review the steps below before you apply for certification or pay for and schedule your exam.

Studying for the Exams

Preparation for the OMCP exam must include a combination of real-world experience in online marketing coupled with continuing education. No course or published book will completely prepare a candidate to pass the OMCP exam. The minimum recommended preparation for the OMCP exam includes 1,000 hours of online marketing experience that includes conceptual understanding of at least six online marketing disciplines, coupled with 64 didactic hours in OMCP-Approved Courses covering two specific disciplines. Candidates with more practical experience may need less education, and candidates

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with more education may not need as much practical experience. In most cases, a balanced combination of experience and up-to-date education is essential.

Currently, there are no approved study guides, cheat sheets, or “how to pass the OMCP” courses that are recognized by OMCP. OMCP-Approved Courses delivered by OMCP Registered Education Providers target the same competency outcomes as the exam and are the best route to prepare for the OMCP exams when coupled with real-world practitioner experience.

Preparation for the **OMCA** exam must include a combination of some associate-level experience in online marketing coupled with continuing education. No course or published book will completely prepare a candidate to pass the OMCA exam. The minimum recommended preparation for the OMCP exam includes 600 hours of online marketing experience that includes conceptual understanding of at least six online marketing disciplines, coupled with 34 didactic hours in OMCA-Approved Courses covering eight specific disciplines.

Exam Technical Requirements and Instructions

To be proctored for your exam, you must have a web camera and a microphone so you and your proctor may communicate. Make sure you also have your photo ID ready as well as a mirror. The proctor will further identify that you are who you say you are by asking identity questions that only you can answer.

Resources of any kind are not allowed during the exam. This includes, books, notes, access to online information, texts, chats, or phone calls, or having another person in the room while the exam is happening.

NOTE: OMCP and OMCA exams are currently given and proctored only in English.

Special Accommodations

Special accommodations for the amount of time allotted for the exam, for the presence of another person in the room during the exam, or for the use of specific resources can be made in certain cases. Should you feel you require special accommodations, you will need to build extra time into your application and exam scheduling process, as accommodations must be, for the most part, made manually.

How to Take the Exams

Exams can be scheduled to be taken at any time and from anywhere the exam-taker has a reliable internet connection. Ideally the exam-taker will be able to find a private space with a door that enables the proctor to verify that the exam-taker is not being assisted by other people.

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Scheduling your Exam Appointment(s)

The OMCP Exam is served via a scheduled online proctored exam session. The basic steps to scheduling and taking exams will be provided in your registration email.

1. Complete exam registration, payment, and schedule your session day and time on <https://omcp.org/omcp-certification/>. For OMCP, candidates will select two additional disciplines that will become part of the exam session. OMCP strongly recommends taking **one** exam per day, two maximum, and **never** three at once.
2. Follow the email instructions to schedule your date, time, and access to your exam session
3. See the section above called Examination Technical Requirements & Instructions and make sure that you have [tested your equipment](#).
4. On the day of your exam, you must follow the links in your confirmation email and start your proctored session.
5. For OMCP exams the time allocation is 75 minutes for the base exam and 30 minutes for each specialty exam. OMCP strongly recommends taking **one** exam per day, two maximum, and **never** three at once.
6. Your results will be emailed to you shortly after completion of your exams. Proof of passing all three sections of the OMCP exam is one of the requirements for OMCP certification.

Exam Administration Process

After scheduling the exam, the exam-taker sees a countdown to their exam time at the top of the My Exams page created for them by the proctoring service at the time of scheduling. At the scheduled exam appointment time, the exam-taker clicks on the Start button next to the appointment on their MyExams page. This opens the proctoring room where the exam-taker is prompted to download and run an applet that connects the exam-taker's screen to the real-time proctor. (See Exam Technical Requirements and Instructions)

The proctor then takes the following steps:

1. Asks to see the exam-taker's ID.
2. Communicates verbally and in writing the parameters for the exam to exam-taker, who acknowledges that they understand the instructions.
3. Authenticates the exam-taker with a short series of challenge questions based on publicly available personal questions typically related to previous addresses, phone numbers, roommates or relatives.
4. Asks the exam-taker to pan his or her camera around to show their complete workspace and testing area so the proctor can observe the surroundings. (If the camera is internal the exam-taker is asked to use a reflective surface to show the proctor their surroundings.)

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To take the exam, the exam-taker logs into their exam account at the reservation time, follows the proctor's instructions for navigating to the proper exam, and then logs into the exam account itself, using a username and password provided at the time of scheduling.

During the exam, exam-takers are proctored by monitoring the webcam feed and testing environment. Screen-sharing technology allows the proctor to see everything that is happening on an candidate's computer. Proctors also monitor the exam-taker audibly, to ensure they are not receiving verbal answers from an outside source.

The real-time proctor actively engages exam-takers in order to prevent most incidents of academic integrity. Any suspicious activity – including but not limited to using unapproved sources, leaving the computer during the exam or communicating with another person – is documented using photos or video, stops the exam process, and reported to the institution within two business days.

Once the exam has been completed, the exam-taker shows the proctor their submission screen and an exam end time is logged.

Exam Report

OMCP Exams for certification result in 'pass' or 'did not pass' outcomes from exam sessions. Item level feedback is not provided.

When an OMCA or OMCP exam-taker completes the exam, they are provided with pass/fail results and expectations for next steps for either.

Retakes incur the same costs as the initial exam.

Exam Rescheduling

Once an exam-taker has created an initial account with the proctoring service, the rescheduling process is just like the initial payment and scheduling process.

If the exam-taker is not successful after three attempts, OMCP recommends looking into online marketing courses that are offered by a number of OMCP Registered Education providers. An OMCP application for certification that is not completed by the submission of a successful exam report, is automatically cancelled after 90 days from original activity.

Emergency Situations and Extenuating Circumstances

As with accommodations for special exam-taking circumstances, emergency situations and extenuating circumstances must be managed manually through OMCP customer service, as each instance requires specific knowledge and explicit action.

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OMCP and OMCA Experience Process

Experience Eligibility

To qualify for online marketing experience, the work you have done needs to have occurred within eight years prior to your application for OMCP or OMCA certification. To give you an idea about what kinds of experience is considered relative to online marketing use these Types of Marketing and Job Type guidelines:

A. Types of Marketing

1. Inbound Marketing
 - a. Researching customer habits, wants and needs and the best ways to meet those needs
 - b. What product designs and packaging best appeals to a certain consumer group
 - c. Setting appropriate pricing
 - d. Researching competitors
2. Outbound Marketing
 - a. Customer service
 - b. Promotions, such as public and media relations
 - c. Sales
 - d. Advertising
3. Direct Marketing
 - a. Telemarketing
 - b. Email /marketing automation
 - c. Other forms of online marketing
 - d. Targeted social networking
4. Social Marketing
 - a. Marketing focused on behavior change
 - b. Social campaigns that benefit entire populations.

B. Job types

1. Media Coordinator :: EMail; Marketing Automation
2. Market Research Director :: SEO; Web Analytics
3. Public Relations Specialist :: Content Marketing
4. Advertising Sales Director :: Display Advertising
5. Media Buyer :: PPC
6. Product Development Manager :: Social and Mobile Marketing
7. Market Analyst :: Conversion

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Employment Verification

The 1000-2000 hour requirement equates to 6-12 months of full time engagement in the online marketing field. Experience needs to have been acquired during the last eight consecutive years.

Any job experience that an applicant can currently attest to in the form of an accurate resume or curriculum vitae is initially acceptable to verify professional experience. To attest to job experience, applicants attach a WORD or PDF version of their resume to their OCMP registration form.

Professional experience is randomly audited. Any applicant whose experience is audited will receive a more formal job experience form and set of requirements.

OMCP Education Process

Course Completion

OMCP recognizes a number of Registered Education Providers whose online marketing courses have been reviewed and approved by third party curriculum and subject matter experts. Reviews help ensure that course materials are current and will assist students who take in being prepared for OMCP exams.

The current list of Registered Education Providers can be found on omcp.org.

Degree Programs

Many colleges and university offer degree programs that include online marketing courses. Other degree options include mini-MBAs and Continuing Studies programs that are aligned with colleges and universities.

For the purposes of meeting degree requirements for OMCP certifications, any post-secondary degree is acceptable. (It is not necessary to hold a degree specifically in Marketing, Business, or Online Marketing.)

Applying for Certification

How to Complete the Online Application

OMCP encourages you to use the online certification system to apply for all certifications. However, printable application forms are available on omcp.org.

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Before you begin, check to make sure you meet the certification eligibility requirements and can record the necessary information on the application.

Once you start an online application, you cannot cancel it. You can save it unfinished, come back to it later, and edit any information you already entered. The application will remain open for 90 days during which time OMCP will send you an email reminder to complete the application.

Please ensure that the application includes your valid, unique email address as this will be the primary mode of communication from OMCP throughout the certification process. Although OMCP will email you reminders during the process, you have the responsibility to schedule and sit for your examination within the one-year eligibility period (see Exam Eligibility section of this handbook for more details).

NOTE: Electronic communications from OMCP may inadvertently be blocked or forwarded to bulk mail folders by some spam filters. Please add team@omcp.org to the personal address book in your email program to help ensure that you don't miss important CCR program updates from OMCP.

Before you submit the application, you will be required to read and agree to the OMCP Code of Ethics and Professional Conduct and the Certification Application/Renewal Agreement, which can be found on OMCP.org.

NOTE: Incomplete applications and faxed applications will not be processed or returned.

How to Determine Your Certification Cycle

The re-certification date is one year from the date on which an applicant was approved for certification.

OMCP Code of Ethics and Professional Conduct

Members are encouraged to embrace these core tenets:

- To offer the most effective recommendations possible by remaining current with evolving industry trends and best practices.
- To fairly and honestly represent the best interests of the client.
- To avoid actions or omissions that are harmful to any person or entity, and to adhere to all applicable laws and regulations.

OMCP is founded on the belief that clients are best served by marketers whose skills and knowledge are current; that a marketer's dedication to ongoing professional development is a hallmark of excellence; and that providing a measure of that dedication helps marketers to distinguish themselves, and helps their clients to make informed decisions.

In addition to recognizing the value of such ongoing education, OMCP is committed to the highest ethical standards and professional values for its members, its partners, their clients, and the community.

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We encourage marketers to embrace those standards and values in their daily business, to implement tactics and strategies that reflect them, and to strive for outcomes that fairly benefit all parties.

What if I feel an OMCP member or partner has violated the Code of Ethics?

The OMCP Code Of Ethics is a voluntary standard to which we encourage our membership to aspire. At this time, OMCP does not have a mechanism for monitoring the daily practices of its members.

However, if you feel an OMCP member or partner has acted in a way that is contrary to the intent of the Code Of Ethics, we encourage you to:

- Communicate your concerns directly to the member/partner
- [Contact OMCP with your concerns](#)

Repeated instances of verified violation may result in the suspension of the member's OMCP status.