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 your free OMCP account to maintain your qualifications
https://omcp.org/Login/

Use the Online PDU System for certification status maintenance
https://omcp.org/professional-development-units/

OMCP® Certification Handbook

About OMCP Certification Programs

OMCP offers a thorough certification program for digital 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™

The OMCA™ certification shows that you have both the education and experience of working with and managing digital marketing initiatives. A current OMCA certificate verifies knowledge of digital marketing concepts and demonstrates understanding of generally-accepted practices across multiple digital marketing disciplines. Teams who hire and train to OMCA standards lead the industry in digital marketing performance.

OMCA certification is perfect for managers of marketing teams, recent graduates of digital marketing courses, those with 600-2,000 hours of experience in digital marketing, or as a first step towards earning an OMCP® certification. Over 900 universities and training institutes teach to OMCA industry standards worldwide. If you are a highly-experienced practitioner of digital marketing, you might qualify for the OMCP certification.

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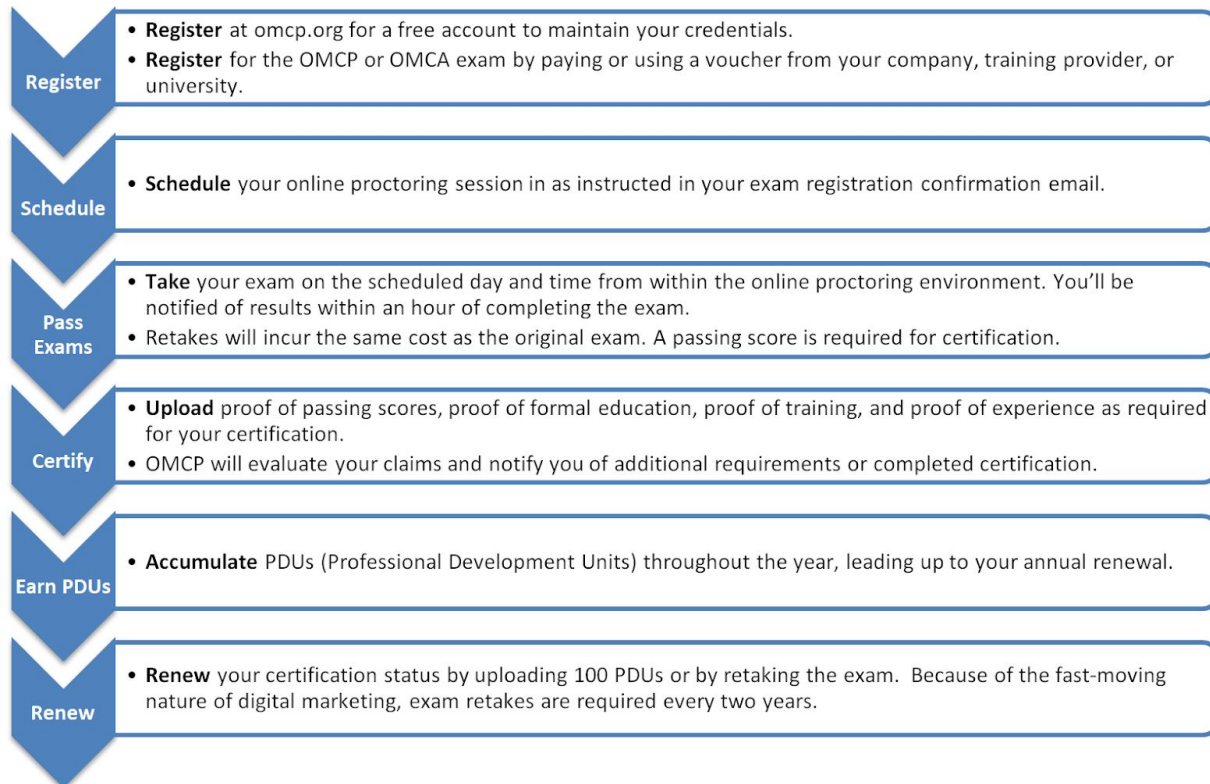
While OMCP certifications represent, with a single logo or certificate of achievement, the proficiencies employers look for and the qualities online marketers want to demonstrate, it is the overall OMCP certification **program** that gives those certificates their real value.

OMCP® Certification Handbook

Timeline of the Certification Process

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

Certification Cycle

Register
- **Register** at omcp.org for a free account to maintain your credentials.
- **Register** for the OMCP or OMCA exam by paying or using a voucher from your company, training provider, or university.

Schedule
- **Schedule** your online proctoring session in as instructed in your exam registration confirmation email.

Pass Exams
- **Take** your exam on the scheduled day and time from within the online proctoring environment. You'll be notified of results within an hour of completing the exam.
- Retakes will incur the same cost as the original exam. A passing score is required for certification.

Certify
- **Upload** proof of passing scores, proof of formal education, proof of training, and proof of experience as required for your certification.
- OMCP will evaluate your claims and notify you of additional requirements or completed certification.

Earn PDUs
- **Accumulate** PDUs (Professional Development Units) throughout the year, leading up to your annual renewal.

Renew
- **Renew** your certification status by uploading 100 PDUs or by retaking the exam. Because of the fast-moving nature of digital marketing, exam retakes are required every two years.

Timing for Certification and Renewal

- Required passing scores must have occurred within a contiguous 90 day window to be considered for certification.
- Course completions must have occurred within prior 12 months of certification date to be eligible towards certification.
- For new certifications, the certification date shall be aligned with the most recent date of a passing score on an OMCP or OMCA exam.
- For renewals the date of certification is aligned with your one year anniversary date of the prior certification date.
- PDUs must have been completed within the prior twelve months of the date of renewal.

OMCP® Certification Handbook

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.

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

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 both the OMCP and OMCA exams.
- Content Marketing
- Conversion Rate Optimization
- Email Marketing
- Mobile Marketing
- Digital Advertising, including PPC
- Search Engine Optimization (SEO)

- Social Media Marketing
- Marketing Automation
- WDigital Analytics

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	Specialist Skills Exams: Percentage of questions
Content Marketing	11%	100%
Conversion Rate Optimization	6%	100%
Email Marketing	6%	N/A
Mobile Marketing	5%	N/A
Digital Advertising, PPC	18%	100%
Search Engine Optimization (SEO)	15%	100%
Marketing Automation	3%	N/A
Social Media Marketing	15%	100%
Digital Analytics	21%	100%

OMCP® Certification Handbook

OMCP and OMCA Exam Process

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.
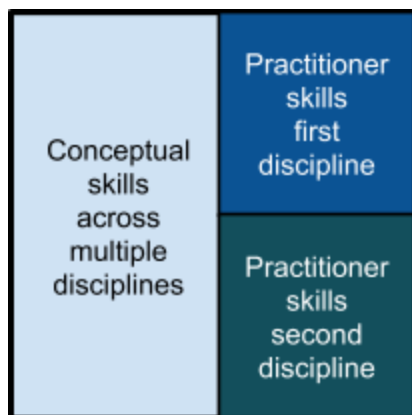
OMCP Exam Structure since 2011

OMCA Examination Information

The OMCA Exam tests the understanding of the concepts of online marketing across nine 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).
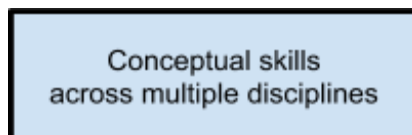
How to Prepare for the Exams

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.

OMCP® Certification Handbook

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 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.

OMCP® Certification Handbook

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.

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. **Register** for the OMCP or OMCA exam by paying or using a voucher from your company, training provider, or university.
2. After registration, **you must lock in your proctoring session dates/times by following the instructions in your confirmation email.**
   ○ Choose an exam day that is a minimum of 5 days from your exam purchase date. Dates within 4 days sometimes require a 'rush' fee from the proctor.
   ○ OMCP strongly recommends taking **one** exam per day, two maximum, and **never** three at once.
3. There are three sets of login password combinations that are required for the certification process. Know the difference:
   ○ You set your **OMCP account** login password
   ○ You set your **proctor account** login/password by following the instructions in your exam registration confirmation email
   ○ Your confirmation email provides a special **exam access** username/password to be used during your proctored session, when your proctor requests it. Have it ready.
4. See the section above called Examination Technical Requirements & Instructions and make sure that you have tested your equipment.
5. On the day of your exam, you must follow the instructions (and links) in your confirmation email and start your proctored session.
6. For OMCP and OMCA exams the time allocation is 75 minutes. For OMCP specialty exams, the time allocation is 30 minutes for each specialty exam.
7. 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.

Sitting for Your Exam

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.

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.)

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 a 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 Results

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/did-not-pass results and instructions for next steps

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.

OMCP® Certification Handbook

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, training 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 currently a prerequisite for both OMCA and OMCP certification. Completion of approved courses that teach current, generally accepted practices are required for those who do not meet minimum experience requirements. These courses are also highly recommended for exam preparation.

Certification with OMCP requires proof and validation of exam scores, training, formal education and experience as established by hiring managers worldwide:

OMCA Certification Requirements	OMCP Certification Requirements
- A passing score on the OMCA exam - A secondary degree or equivalent (e.g., High School diploma or GED) And either of the following: 600 hours experience online marketing - proof of completion of an approved course within the six months prior to application	- A passing score on the OMCP exams and any one of the following: - A post-secondary degree (e.g. Bachelor's degree or higher) plus 2,000 hours marketing experience. 5,000 hours marketing experience 1,000 hours experience plus completion of an approved course within the six months prior to application

OMCP® Certification Handbook

Applying for Certification

Certification requires several components to be verified by OMCP. Candidate maintain credentials in a free online account.   In addition to proof of passing the required exam, candidates must upload a combination of proof of work experience or training, or proof of education level. There are various combinations that qualify. See the OMCP requirements and the OMCA requirements to know what you'll need for certification.

- Proof of passing the required exam
  - Upload your exam pass verification code, sent to you after passing an OMCP exam.
- Proof of formal education
  - If required, upload a photo of your diploma or a signed statement claiming your education status. OMCP audits claims, so be accurate.
- Proof of experience
  - If required, upload your resume, cv, a signed statement, or a link to your current LinkedIn profile.
- Proof of training
  - If required, upload a zip file or scanned of your qualifying training completion certificates

NOTE: Electronic communications from OMCP may inadvertently be blocked or forwarded to bulk mail folders by some spam filters. Please add team@omcp.org and info@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.

Experience Verification

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.

Valid experience must be documentable hours performing marketing work, whether paid or not. Marketing work is defined as work that requires knowledge, application, or communication of marketing principles. This can include any marketing job, traditional marketing, e.g., print, copywriting, advertising, selling marketing services, or providing some subset of marketing services to a marketing team or to paying clients.

OMCP® Certification Handbook

Experience hours must be documented or proven using **any one** of the following methods:

1. A signed letter from an employer or client stating approximate hours dedicated to marketing activities
2. A scanned copy of your resume that includes your written signature and date of your claim
3. A screenshot of your public LinkedIn profile or another highly-visible public claim of experience that is open to public scrutiny.

Note: Marketing experience does not include non-marketing work — even when working for a marketing-focused company. For example, work as a human resources manager at a marketing agency would not qualify for valid marketing experience.

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

Education Verification

The industry standards for digital marketing include specific levels of formal education or equivalent experience. Note that certain combinations of experience and training can reduce or eliminate the requirement for a post-secondary degree.

For OMCA:
OMCA certification requires proof of the equivalent of a secondary school diploma, most commonly referred to in the US as a "High School" diploma or equivalent such as a GED (US), GCSE 6th Form, A level (UK), and others as defined in this Education Guide. Proof of the equivalent of a secondary school diploma may be uploaded in the form of any one of the following:

- A scan or legible photograph of the secondary-school diploma, or a diploma of a post-secondary degree such as an associate's degree, bachelor's degree or higher OR
- A scan of a transcript for the secondary school (or higher) showing completion of required units OR
- A claim letter from you stating the secondary school name, location, and graduation date, signed by you, scanned and uploaded.

For OMCP:
A post-secondary diploma, such as a bachelor's degree (4-year college), master's degree, or higher meets the education requirement for both OMCA and OMCP certification. When required, proof of a post-secondary diploma must be uploaded in the form of any one of the following:

- A scan or legible photograph of the post-secondary degree OR

OMCP® Certification Handbook

A scan of a transcript for the postsecondary college or university showing the name of the degree conferred and the date of completion. OMCP reserves the right to audit claims. If a fraudulent claim is uncovered, certification may be revoked.

Training Verification

Some candidates may use proof of completion of an approved training course for a reduction of experience or formal education requirements.

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

Proof of completion must be uploaded in the form of a scan, image, pdf, or legible photograph of a certificate or completion of an approved training program from an OMCP Registered Education Provider, showing the name of the training program and the date of completion

To be eligible, training must have been completed within one year of the date of certification or certification renewal. For new certifications, the date of certification is aligned with your most recent date of a passing score on an OMCP or OMCA exam. For renewals the date of certification is aligned with your one year anniversary date of the prior year's certification.

OMCP reserves the right to audit claims. If a fraudulent claim is uncovered, certification may be revoked.

Certification Dates and Renewal

Because of the rapid changes in digital marketing, OMCP Certifications last two years when renewed for the second year with Professional Development Units (PDUs). To gain two years of certification, the candidate must use one of the following methods:

- Extend the certification for the second year by submitting proof of participating in recognized events, training programs, and communities to earn Professional Development Units (PDUs).

OR

- Renew the certificate for the additional year by passing the required OMCP or OMCA exam.

Currently, accrual of 100 PDUs during the year is required for extension. PDUs are awarded in increments for activities that keep skills up to date. These include participating in digital marketing events, volunteering for OMCP committees, completing continuing education, and more.
To submit PDUs for OMCA Re-Certification, simply provide the necessary verification for review through your member dashboard.

Specifics on Dates

- Required passing scores must have occurred within a contiguous 90 day window to be considered for certification.
- Course completions must have occurred within prior 12 months of certification date to be eligible towards certification.
- For new certifications, the certification date shall be aligned with the most recent date of a passing score on an OMCP or OMCA exam.
- For renewals the date of certification is aligned with your one year anniversary date of the prior certification date.
- PDUs must have been completed within the prior twelve months of the date of renewal.

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. 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 judge that 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.