

Instruction Sheet for the Candidate

Qualification	Affiliate Marketing writer (Content Writer)
Competency Standard	Explore affiliate marketing platforms
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Perform Research on the available platform • Select suitable platform • Explore the selected Affiliate Program/platform
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Perform Research on the available platform</p> <ol style="list-style-type: none"> 1. Select appropriate keywords to search platform through search engines 2. List all available affiliate marketing platforms 3. Filter affiliate marketing platforms as per requirements <p>Select suitable platform</p> <ol style="list-style-type: none"> 4. Compile the attributes of different affiliate marketing platforms. 5. Identify the competitive edge (well-known, payout, time efficient etc). 6. Select the best suitable platform (amazon affiliate, commission junction etc). <p>Explore the selected Affiliate Program/platform</p> <ol style="list-style-type: none"> 7. Signup the selected affiliate platform 8. Explore features of the platform 9. Explore payment methods (paypal, payoneer etc).

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Affiliate Marketing writer (Content Writer)
Competency Standard	Explore affiliate marketing platforms
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Perform Research on the available platform • Select suitable platform • Explore the selected Affiliate Program/platform

I can.....

Performance Criteria	Yes	No
1. Select appropriate keywords to search platform through search engines	<input type="checkbox"/>	<input type="checkbox"/>
2. List all available affiliate marketing platforms	<input type="checkbox"/>	<input type="checkbox"/>
3. Filter affiliate marketing platforms as per requirements	<input type="checkbox"/>	<input type="checkbox"/>
4. Compile the attributes of different affiliate marketing platforms.	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify the competitive edge (well-known, payout, time efficient etc).	<input type="checkbox"/>	<input type="checkbox"/>
6. Select the best suitable platform (amazon affiliate, commission junction etc).	<input type="checkbox"/>	<input type="checkbox"/>
7. Signup the selected affiliate platform	<input type="checkbox"/>	<input type="checkbox"/>
8. Explore features of the platform	<input type="checkbox"/>	<input type="checkbox"/>
9. Explore payment methods (paypal, payoneer etc).	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Affiliate Marketing writer (Content Writer)
Competency Standard	Anal Explore affiliate marketing platforms
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Perform Research on the available platform Select suitable platform Explore the selected Affiliate Program/platform 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Select appropriate keywords to search platform through search engines			
2.	List all available affiliate marketing platforms			
3.	Filter affiliate marketing platforms as per requirements			
4.	Compile the attributes of different affiliate marketing platforms.			
5.	Identify the competitive edge (well-known, payout, time efficient etc).			
6.	Select the best suitable platform (amazon affiliate, commission junction etc).			
7.	Signup the selected affiliate platform			
8.	Explore features of the platform			
9.	Explore payment methods (paypal, payoneer etc).			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Affiliate Marketing writer (Content Writer)
Competency Standard	Explore affiliate marketing platforms
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Write name of some available affiliate marketing platforms?		
2.	Name any two common features of the affiliate marketing platforms		
3.	Name any two major payment gateways used in different		

	affiliate marketing platform.		

Feedback to the Candidate	
Candidate's Signature _____	Assessor's Signature _____