

Экзамен необходимо сдавать в сертифицированном центре Pearson VUE – их в Москве более 20. (посмотреть контакты можно здесь: <http://www.pearsonvue.com/dmi/> справа кнопка «find a test center»)

В чем плюс данной системы - Вы выбираете удобный для Вас центр и время, не привязываясь к одной дате и одному месту.

Переход на данную систему обусловлен тем, что DMI хотят быть уверенны, что тестирование проводится на высоком уровне по всему миру.

Стоимость экзамена – 450 евро. Из них Вы платите провайдеру программы – бизнес-школе INSBM - 270 евро по курсу ЦБ на день оплаты, остальные 180 евро Вы платите тестовой системе – при бронировании даты экзамена.

Алгоритм.

1. Мы всех регистрируем в системе Digital Marketing Institute. У Вас есть 6 месяцев на сдачу тестирования. Идеальный промежуток: 2-6 недель после окончания обучения. У каждого из Вас есть 3 попытки. (первая попытка стоит 180 евро, каждая последующая – 60 евро)
2. Вам должно было прийти письмо с верификацией (для проверки данных. Адрес и телефон мы указываем бизнес-школы INSBM – провайдера программы), где так же будет: инструкция по планированию тестирования и персональный ID для бронирования экзамена.
3. После получения письма с подтверждением, Вы должны войти в онлайн аккаунт, который позволит Вам забронировать экзамен в удобном для Вас центре, так же Вы можете в этом аккаунте перенести дату экзамена (за 24 часа до назначенной даты сделать это уже будет нельзя) и смотреть всю свою историю сдачи тестирования. Там же необходимо будет оплатить 180 евро (в самом сертифицированном центре ничего платить не надо)
4. В назначенный день Вы приходите за 30 минут до экзамена (опоздавшие на 15 минут и более к экзамену допущены не будут и первая попытка сгорает – деньги не возвращаются) и приносите с собой 2 удостоверения личности (Одно из них должно быть с фотографией - паспорт, водительские права).

Краткие правила тестирования:

1. Во время проведения теста за Кандидатами ведется визуальное и видео наблюдение.
2. При проведении тестирования не разрешается пользоваться какими-либо электронными устройствами или справочными документами.
3. Все личные вещи, сумки, мобильные телефоны сдаются на хранение администратору на время тестирования.
4. Необходимые для проведения тестирования предметы (черновики, маркеры) выдаются администратором. Все черновики сдаются администратору после окончания тестирования.
5. Администратор Центра тестирования имеет право без предупреждения прекратить тестирование, если заметит, что Кандидат пользуется посторонней помощью, создает неудобства другим участникам или нарушает правила тестирования.

Результаты:

1. Сразу после окончания теста Кандидату на руки выдается распечатанный отчет с результатами тестирования.
2. При успешной сдаче теста через некоторое время (обычно 1-2 месяца) Кандидат получает соответствующий сертификат (через компанию-провайдера)
3. До получения сертификата доказательством сертификации будет служить отчет с результатами тестирования.

The Professional Diploma examinations are formal computer-based examinations measuring the candidate's competency and knowledge of the modules established within the formal diploma programme scheme. All Digital Marketing Institute's examinations are delivered through Pearson VUE test centres.

EXAM FORMAT

Each exam:

is made up of 3 sections covering 10 modules (200 questions in total)

is of **180 minutes** duration (it may take some candidates less than the allotted time to complete the examination)

has no scheduled breaks although candidates are allowed to take a break if needed (the exam clock continues to count down during breaks taken)

has a pass mark of 60% in each section

Contains multiple choice questions, image supported multiple choice questions, Drag and Drop questions and Hot Spot questions. There are no open questions.

EXAM PROCESS

You should be registered to take Digital Marketing Institute's examinations by your course provider within 2 weeks of the course start date.

Upon registration you will receive a confirmation email asking you to verify your details and containing your login to Student Portal.

You will have 14 days to verify your details using a link provided in the email. Please ensure that the first and last name under which you are registered match the names on an identification document with a photograph and signature which you will be required to bring with you to the test centre.

After the deadline for verification of details has passed you will be registered with Pearson VUE and an exam authorisation email will be sent to you from Pearson VUE.

If you do not receive an email within 21 days of your registration with the Digital Marketing Institute by your course provider, please contact the course provider. Please ensure that you check your spam and add PearsonVUEConfirmation@pearson.com to trusted senders, if required.

The exam authorisation email will include: your name, your candidate ID and instructions for booking your exam.

You can create your online Pearson account using your candidate ID and book your exam at <http://www.pearsonvue.com/DMI>.

After booking your exam, you will receive a confirmation email providing directions to the test centre, instructions on what to bring and other pertinent information.

Following the exam, the test centre will provide you with a printed unofficial Score Report that will show the result achieved on each exam section and an overall pass/fail grade. **This is not equivalent to an official certificate.** The examination results are validated through certification from the Digital Marketing Institute. If you are successful in your examination, the official certificate will be posted to your course provider in the month following your exam date.

IMPORTANT EXAM PROCEDURES

You must take the examination within 24 weeks from the receipt of exam eligibility confirmation, while the optimum time, recommended by the Digital Marketing Institute is 3-6 weeks from the completion of the course.

You can take the exam 3 times in total.

The **fee for the first exam attempt** is equivalent to **180 EURO**, payable directly to Pearson VUE in local currency at the time of booking your exam online.

The **re-examination fee** for the 2nd and 3rd attempt is equivalent to **60 EURO**.

You can reschedule or cancel booked exam through your Pearson VUE online account at no cost, providing that you do it **no later than 24 hours prior to your scheduled exam time**.

You must bring a government-issued photo ID with signature with you to the test centre. The name on the ID must match the name you are registered for examination with.

You must achieve 60% in each of 3 exam sections to be awarded a pass. Failure to achieve 60% in one or more exam sections will require you to repeat an entire exam.

You must repeat a failed exam within your exam eligibility period.

EXAM DOs and DON'Ts

Please ensure that you DO:

Verify your details after the receipt of confirmation of your registration from the Digital Marketing Institute. Please pay particular attention to your first and last name (as they appear on your ID) and the name you wish to appear on the certificate (it does not have to match your ID). Make yourself familiar with the exam procedures available in the Student Portal and/or through your course provider.

Book your examination as soon as you receive the exam authorisation email from Pearson VUE to ensure that you can choose your preferred exam date and avail of seats availability in your selected test centre.

Arrive at your selected test centre 30 minutes before your scheduled examination time and bring a government-issued photo ID with signature.

Accept the Pearson VUE Candidate Rules Agreement (non-disclosure agreement).

Please ensure that you DON'T:

Cancel or reschedule your exam less than 24 hours before your exam time, be late or miss the exam entirely. You will lose your exam attempt and examination fees.

Forget to bring your ID to the test centre.

Copy exam questions and/or share them with any other person or institution. Failure to comply with the non-disclosure policy may result in the certification being annulled by the Digital Marketing Institute.

Break the exam policy in any other way.

INSTRUCTIONS FOR BOOKING YOUR COMPUTER-BASED EXAM IN THE TEST CENTRE

Relevant only for candidates in countries where credit card payments are not accepted online: Afghanistan, Bangladesh, Benin, Cameroon, Gambia, Ghana, Lebanon, Nigeria, Pakistan, Senegal, Tanzania, Uganda, Kenya and Iran.

Before you can schedule your first exam, you will need to create a web account for Pearson VUE. Go to www.pearsonvue.com/DMI, select "Create an Account" from the menu options and enter the following information:

- your first and last names
- your candidate ID (as per exam authorization email)

You will be required to set some security questions and to choose a login username and password. You will also be asked to respond to a question about your place of study.

To book your exam appointment:

Step 1: Go on the website www.pearsonvue.com/DMI . This webpage provides additional information about the exams and test centre locations.

Step 2: Select "Sign In" and login to your Pearson VUE web account with the login details you previously set up. If you have forgotten your password, you may ask to have a new password sent to your registered e-mail address. To do so, follow the instructions at www.pearsonvue.com/forgotpassword.

Step 3: Select your desired exam and test centre location to look up available dates and times for an exam appointment.

Step 4: Contact a selected test centre by phone to enquire about booking your exam and the payment method available in the centre. You can look up test centre's phone number by clicking on Get Directions on the test centre selection screen.

Step 5: After booking your appointment, you will receive a confirmation email providing additional details, including directions to the test centre, instructions on what to bring and other pertinent information.

You will be able to access your exam information through your Pearson VUE online account. You will also be able to reschedule your exam online (no later than 24 hours before your exam time).

Please note:

1. It is up to the test centre to accept payments and bookings and test centres are not contracted to do so. Please contact alternative test centre if the centre of your choice does not accept payments.
 2. You should not be asked to pay any additional fees to sit your exam in the test centre. You should only be charged the exam fee. If the test centre requests additional fees, you have the right to refuse and report the incident to the Digital Marketing Institute.
 3. Please confirm the exam cancellation and refund policy with the test centre directly before booking your exam.
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