

Credential Summary

The CC-DMS is an entry-level industry-recognized certification in digital marketing. It is designed for high school CTE students and entry-level learners who want hands-on, practical experience in social media, SEO, email, ads, and analytics.

Credential Type

Industry-recognized certificate (entry-level workforce credential).

Target Roles (SOC)

- 13-1161 Market Research Analysts & Marketing Specialists;
- 13-1161.01 Search Marketing Strategists (overlapping duties in SEO/SEM and analytics).

Who Should Take This Exam

High school CTE students, postsecondary learners, and entry-level professionals seeking foundational skills in digital marketing. No prior degree or work experience required.

Assessment

- Exam name: Codefinity Certified Digital Marketing Specialist Exam;
- Format: computer-based, closed-book, 42 questions (drawn from 126-item bank);
- Question types: single-choice, multiple-choice with partial credit, drag-and-drop, fill-in-the-blank;
- Time limit: 45 minutes;
- Cut score: 700/1000 (scaled; modified Angoff standard setting);
- Retake policy: candidates may attempt the exam up to three times per credential year. After the first unsuccessful attempt, a minimum waiting period of 7 calendar days is required before retaking. After the second unsuccessful attempt, the waiting period increases to 20 calendar days.

Security & Proctoring

- ID verification: school- or government-issued photo ID matched to roster;
- Environment: clear desk, one monitor, no personal devices/headphones;
- Software controls: locked browser or school-managed restrictions;
- Proctoring: live, in-class or authorized proctor, scripted instructions at launch;
- Proctors have access only for the full duration of the scheduled exam session (45 minutes) and do not retain access before or after testing.

Validity & Quality

- Items authored by industry SMEs; reviewed for clarity, bias, accessibility;
- Psychometric monitoring: difficulty, discrimination, distractor analysis; weak items retired;
- Multiple parallel forms for reliability; anchor items for score comparability;
- Annual blueprint review; quarterly item refresh. Ad-hoc updates for platform/policy changes.

Workforce Alignment

- SOC linkage to 13-1161 with demand evidence via Florida Targeted Occupations List;
- Alternate demand validation: LWDB local demand submission with employer/education support letters and ≥ 30 job postings;
- Supports career pathways in digital marketing, analytics, and brand communication.

Outcome

Digital Open Badge + printable certificate with unique verification link. Credential data is verifiable by employers and educational institutions.

Procurement & Implementation

- Licensing: individual vouchers, bundles, or site licenses;
- Procurement: district PO or credit card. W-9 and vendor setup available;
- Implementation support: onboarding guide, proctor training, candidate resources, roster upload.

Framework of Quality

This credential meets Florida's Framework of Quality by aligning to in-demand SOC codes (13-1161 and 13-1161.01), demonstrating wage outcomes above required thresholds, and providing value through portability, employer recognition, and stackability across education and workforce pathways.

Wage Data (SOC 13-1161)

According to the U.S. Bureau of Labor Statistics (2025), Marketing Specialists report average earnings of ~\$37,000 at entry, ~\$63,000 at the median, and ~\$95,000 at the 75th percentile. These figures exceed standard state and national quality benchmarks for entry-level industry certifications.

Stackability

This credential represents the entry point in a stackable sequence of digital marketing and communications certifications, supporting learner progression into advanced industry certifications, analytics credentials, and postsecondary marketing degree pathways.

This credential is the first step in a stackable pathway leading to advanced certifications, analytics, and postsecondary degrees.