

DMI Pro

**Certified Digital
Marketing Professional**

DMI Pro - Certified Digital Marketing Professional

Look better, travel better and play the long game with one of the world's most widely recognized and valued professional qualification in digital marketing.

The certified digital marketing professional credential is a practical course designed to:



Equip you with the tools to become a smart and capable player on the digital stage



Enable you to create a powerful digital marketing strategy all by yourself



Give you the essential skills and knowledge you need to speak loud and clear to the right audiences



Qualify you to travel well between different opportunities and countries

Who is it for?

The Certified digital marketing professional credential is ideal for anyone involved in the planning, implementation or measurement of digital strategies – or anyone who would like to pursue a career in this area including:



Traditional marketers & marketing executives who want to keep up



IT managers



Marketing managers and senior management



Entrepreneurs and career changers



Small business owners who may or may not want to stay small



University graduates

What Can You Expect?

Through a series of comprehensive, structured modules you will know how to integrate key digital practices into your marketing techniques & measure the success of your digital marketing strategy.

Program Content

- introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimization (SEO)
- Paid Search (PPC) Using Google Ads
- Display & Video Advertising
- Email Marketing
- Website Optimization
- Analytics With Google Analytics
- Digital Marketing Strategy

Exam

Certification is achieved by the successful completion of a computer-based exam. The exam is designed to measure your knowledge & proficiency in each of the areas covered within the certification, following your completion of the program.

- **Exam duration:** 180 minutes
- **Exam structure:** The exam consists of a range of question formats including Text-based Multiple Choice, Image-based Multiple Choice, Matching and Hot Spot questions.
- **Exam passing score:** 60%

When and where can I take the exam?

The assessment is computer-based, allowing you to test year-round at PearsonVue testing centers worldwide.



The knowledgeable instructors and friendly environment at MindField Digital Academy helped me form a vivid understanding of modern Digital Marketing techniques and practices through their certified digital marketing professional program. It has not only helped me shift my career in programmatic Advertising, but also gave me the vision to form a 360-degree understanding of the digital environment.

Malek Obeidy - Beirut, Lebanon

Courses & Products

Master the concepts needed to pass the Certified Digital Marketing Professional Exam. MindField Digital Academy has partnered with the Digital Marketing Institute to offer you an interactive and comprehensive study experience combining powerful practice tools with expert instructors for rigorous preparation every step of the way.

- **Expert-Led Learning**

With highly qualified and certified professionals with real-world experience.

- **Student Handbook.**

Containing module overview, glossary and recommended resources.

- **DMI Membership.**

Join 200k members at no cost and access the following: Podcasts, Articles, Webinars, Expert Walkthroughs, eBooks, Case Studies, Toolkits, Exclusive Interviews and Community Forum.

- **Practical Questions.**

Spaced practice and exercises used throughout the lecture series to reinforce points of learning and important competencies.

- **Lecture Notes' Slides.**

Lecture notes that are used as a revision aid.

- **Bite Sized Videos & Modules.**

More digestible, 'bite-sized' learning using shorter videos and modules.

- **Video Outcome Transcript.**

Includes documentation on outcomes of the video sessions.

- **Practice & Review Sessions.**

Brush up on topics covered during the course with some extra practice to get you exam-ready.

- **Technical Coaching & Support.**

on eligibility, exam application and certification.

- **Recorded Course Lectures.**

Receive your recorded video sessions for future reference and review. (Available for the Live Online study format only).

The MindField Digital Academy & Morgan-DMI Difference

Setting Standards

DMI has created a unique collaboration through the Global Industry Advisory Champions to provide guidance on current and future trends. The Council ensures that DMI's curriculum and course content are developed in alignment with the digital economy's most in-demand digital needs and skill sets.

These Champions know the industry and include great people who work with some of the world's biggest & most influential digital brands, including:



Clever New Learning Platform

Offering you a smooth experience on desktop, mobile or tablet through short courses called DMI SPRINTS with Just-in-Time learning activities including webinars and online short courses in Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, and Graphic Design.

Continuing Professional Development

Stay connected to the networks that matter; peers, experts, and the industry. With DMI membership that delivers training, continuous professional development and an evolving content library that you can use in your daily work.



My biggest win was really understanding the importance of digital marketing, its impact on the business environment and how different aspects such as Social Media, SEO, PPC, and Email Marketing can have such a huge impact on a company's revenue, website traffic, leads generation, brand awareness, and much more. I highly recommend MindField Digital Academy as a partner for your professional growth. I am glad for my certified digital marketing professional exam with them

Alina Nicorici - Dubai, UAE

About DMI

The Digital Marketing Institute was founded in 2009 to tackle the growing digital skills shortage and help people to upskill, retrain & kickstart their digital marketing career. Today the Digital Marketing Institute is the global certification standard in Digital Marketing education having 200K+ members worldwide.

For more info, visit www.digitalmarketinginstitute.com

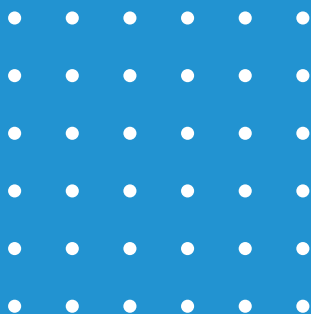
About MindField Digital Academy

MindField Digital Academy was founded by MindField Digital Agency, as part of MindField Digital Group. In partnership with Morgan International & DMI, the MindField Digital Academy brings you unparalleled learning and real experiences through its more than 20 worldwide locations that service thousands of candidates per year.

We offer career-changing professional certification programs, workshops, continuing education courses, in house trainings, and a 3-months internship program for professionals & businesses in Digital Marketing.

MindField Digital Academy helps bridge the skills and knowledge gap so candidates can be ready for today's digitally oriented market.

For more info visit: www.mindfield.academy



**We are passionate about helping
and empowering others to invest in their future**

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