



The **Global Certification** body for **Digital Marketing education**



# Digital Marketing Certification Programmes

## Professional Courses Available:



Certified Digital Marketing Professional



Certified Digital Sales Professional



Certified Digital Marketing Specialist in Social Media



Certified Digital Marketing Specialist in Search Marketing



Certified Digital Marketing Specialist in Strategy & Planning

Validated by the Industry Advisory Council comprised of members from:



## Professional Digital Marketing Qualifications - An Overview

*"There is an urgent need of skilled digital marketing professionals."*

### **The digital disconnect: Malaysia faces a shortfall of digital marketing professionals**

According to recruiting experts Hays in Malaysia, the evolution of digital marketing is set to continue over the next decade and this will have a huge impact on the skills employers need.

Introducing the only accredited digital marketing qualification designed, taught and validated by the digital industry.

Whether you're a complete beginner, business owner or marketing professional looking to upgrade to digital, these courses are perfect for you.

There are 5 professional courses available:

1. Professional Diploma in Digital Marketing
2. Professional Diploma in Digital & Social Selling
3. Specialist Diploma in Social Media Marketing
4. Specialist Diploma in Search Marketing
5. Specialist Diploma in Digital Strategy & Planning

All 5 courses are offered in 2 options: Instructor-led workshop or Online Learning mode.

Instructor-Led Workshop	Online Learning Mode
Each programme consists of 6-day classes, conducted on weekends at either KDU Glenmarie Campus or KDU Damansara Jaya Campus	30-hour video lecture for each programme, allowing flexibility and those who stay outside Klang Valley

### About Digital Marketing Institute (DMI)

The Digital Marketing Institute sets the global standard in digital marketing and selling certification. We have certified more professionals to a single digital education standard than any other certification body.

**20K+**

Graduates Worldwide

**80**

Countries

**1**

Industry Standard

### About Industry Validation

The Industry Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute course content. By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up to date digital skills, core competencies and knowledge needed to thrive in their digital careers.

Google

facebook



LinkedIn

Microsoft

Omnicom

Agilvy

vodafone

WPP

IBM

## Professional Diploma in Digital Marketing

This Professional Diploma in Digital Marketing will give you an in-depth understanding of how to effectively strategise and implement powerful digital campaigns that convert. From social media to search marketing, you'll learn everything you need to confidently dive into digital and excel at your digital career.



### Why should you earn this certification?

Future-proof your career by gaining the latest and most up-to-date digital marketing skills needed to thrive in today's ever-evolving digital economy. By becoming a Certified Digital Marketing Professional, you will be prepared to take up a more evolved role in the overall marketing field and ensure you know the tools and skills needed to create a cohesive, effective online strategy.

### What will you accomplish?

Certified professionals will gain the confidence needed to create and steer a revenue-generating digital marketing strategy for companies of any size. An internationally recognised certified professional badge will also be available for you to display upon on your LinkedIn profile.

### There are ten modules in this programme:

1. Digital Marketing Foundations
2. Website Optimization
3. Content Marketing
4. Social Media Marketing
5. SEO
6. Paid Search
7. Display & Video Advertising
8. Email Marketing
9. Analytics
10. Digital Strategy

### Who is this course for?

Anyone can apply for the Professional Diploma. A background in a related discipline is not required; the aim of the Professional Diploma is to enable you to learn everything you need to know at a foundation level, so you can kick start your digital career.

### Recognition

The Digital Marketing Institute is the global certification body for Digital Marketing education. This award has been credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 8 corresponds to level 5 on the European Qualifications Framework (EQF).

### Learning Mode

There will be 48-hour instructor-led workshop plus 30-hour online video and e-learning support. You may also opt for Study Online with 30-hour online video plus e-learning support, and commence anytime.

### Assessment

Assessed by one 3 hour exam; these are administered by our computer-based testing partner, Pearson Vue, via its global network of test centers. The exam is split into 3 sections; candidates need to achieve a minimum of 60% in each section to pass the exam.

### Course Fee & Exam Fee

Course Fee* Payable to KMDC				Exam Fee Payable to Pearson Vue	
Instructor-led Workshop		Online Learning		Vue	
Standard	RM6,250	Standard	RM5,750	1 <sup>st</sup> Attempt	-
Promotion	RM5,600	Promotion	RM5,200	Re-sits	USD\$75

\* includes 30-hr Video Lecture + Online Learning Support + 1st attempt Exam Fee (valued at USD\$200) + 1-year Professional Membership Fee (valued at USD\$295)

## Professional Diploma in Digital & Social Selling

This programme is aimed to help you understand the concept of digital and social selling, how it has transformed the sales process, and how you can leverage advanced tools and techniques to become a prolific digital seller.



### Why should you earn this certification?

Gain the latest and most up-to-date digital and social selling skills needed to flourish in the digital economy of today. Designed by experts, the DMI collaborates with industry experts to define a digital and social selling programme informed by essential innovative techniques and best practices. The certification focuses on the tools and skills you need to sell efficiently, surpass quotas and attain selling success.

### What will you accomplish?

Certified professionals are able to acquire more qualified sales prospects, reduce lead times, nurture leads more effectively and achieve a more balanced pipeline. You will realise the importance of building solid relationships online, ensuring client satisfaction and repeat business. Also, you will understand the importance of and how to lead the implementation of a digital sales strategy in your organisation.

### There are ten modules in this programme:

1. Introduction to Digital & Social Selling
2. Digital Research
3. Sales Enablement
4. CRM
5. Social Content
6. Digital Sales Messaging
7. Engagement
8. Social Account Management
9. Digital Sales Leadership
10. Integration & Strategy

### Who is this course for?

This programme is aimed at a variety of sales professionals, from inbound and outbound consultants and reps, to business development executives, account managers and sales team leaders.

### Recognition

The Digital Marketing Institute is the global certification standard for digital marketing and selling. We will provide you with a high-quality, transferable qualification that is developed and validated by the digital industry, and recognised and respected worldwide.

### Learning Mode

There will be 48-hour instructor-led workshop plus 30-hour online video and e-learning support. You may also opt for Study Online with 30-hour online video plus e-learning support, and commence anytime.

### Assessment

Assessed by one 3 hour exam; these are administered by our computer-based testing partner, Pearson Vue, via its global network of test centers. The exam is split into 3 sections; candidates need to achieve a minimum of 60% in each section to pass the exam.

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## Specialist Diploma in Social Media Marketing

This programme introduces professionals to the key principles and channels in social media marketing. You will gain an overview of how to develop a cohesive and effective social media marketing strategy encompassing them.



### Why should you earn this certification?

The Digital Marketing Institute has collaborated with leading industry experts through their esteemed Industry Advisory Council to define a certification informed by innovative techniques and best practices. The programme focuses on a number of specialisms including content marketing and content outreach through a number of modern and relevant social media channels.

### What will you accomplish?

You will have become social media specialists by learning how to reach and build relationships with their ideal target audience on the most powerful social media platforms. In addition, you will understand be able to apply the tactics needed to create, run and measure a customer-centric social media strategy.

### There are ten modules in this programme:

1. Social Research
2. Content Creation
3. Content Outreach
4. Facebook
5. Twitter
6. LinkedIn
7. Social Apps
8. Social Videos
9. Marketing Automation
10. Strategy & Planning

### Who is this course for?

The Specialist Diploma in Social Media Marketing is suitable for people who are responsible for the planning, execution and management of social media campaigns. Social media specialist, enthusiasts, executives or anyone who would like to enhance their digital marketing knowledge base in this area would excel on this course. This diploma is suitable for any level of skills or experience..

### Recognition

Digital Marketing Institute (DMI) qualifications are world class. DMI offers courses in over 80 countries and the courses are recognised by the Scottish Qualifications Authority. This allows you to take your Digital Marketing Institute qualification with you, no matter where your existing career may take you.

### Learning Mode

There will be 48-hour instructor-led workshop plus 30-hour online video and e-learning support. You may also opt for Study Online with 30-hour online video plus e-learning support, and commence anytime.

### Assessment

Assessed by one 3 hour exam; these are administered by our computer-based testing partner, Pearson Vue, via its global network of test centers. The exam is split into 3 sections; candidates need to achieve a minimum of 60% in each section to pass the exam.

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## Specialist Diploma in Search Marketing

This programme is aimed to introduce the key technical concepts and terminology in search marketing. You will learn how search sits within wider digital marketing practice and understand how the core search elements work together to achieve targeted and high converting traffic.



### Why should you earn this certification?

The Digital Marketing Institute has collaborated with leading industry experts to define a search marketing certification designed to create specialists and transform careers. Become a search specialist by mastering paid search and learning how to create and optimise ads using Google AdWords and Google's Display Network. By knowing how to implement technical SEO tactics you can boost search rankings.

### What will you accomplish?

Certified professionals will become specialists by learning the latest methods, techniques and tools for improving an organisation's search marketing and brand building efforts. As well as producing innovative and creative search strategies, you will also learn how to leverage these strategies.

### There are ten modules in this programme:

1. Introduction to Search Marketing
2. SEO Setup
3. SEO Content
4. SEO Workshop
5. Paid Search
6. Display Advertising
7. Video Advertising
8. Analytics Setup
9. Applied Analytics
10. Strategy & Planning

### Who is this course for?

The Specialist Diploma in Search Marketing is recommended for individuals who are responsible for the planning, execution or measurement of search marketing campaigns – search marketing specialists, search advertising and optimisation professionals, or anyone who would like to pursue a career or enhance their marketing knowledge in this area. The course is suitable for participants with any level of skill or experience.

### Recognition

Digital Marketing Institute (DMI) qualifications are world class. We offer courses in over 80 countries and are courses are recognised by the Scottish Qualifications Authority. This allows you to take your Digital Marketing Institute qualification with you, no matter where your exciting career may take you.

### Learning Mode

There will be 48-hour instructor-led workshop plus 30-hour online video and e-learning support. You may also opt for Study Online with 30-hour online video plus e-learning support, and commence anytime.

### Assessment

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## Specialist Diploma in Digital Strategy & Planning

Strategy and planning is an essential aspect to digital marketing. A scoped, measured and achievable digital strategy along with a coherent plan for your organisation can significantly reduce spend and increase return from your marketing efforts.



### Why should you earn this certification?

The Digital Marketing Institute has collaborated with leading industry experts to define a digital strategy and planning certification designed to create leaders. Become an effective specialist in strategy and planning to gain the skills and knowledge needed to make calculated decisions and budget effectively.

### What will you accomplish?

Certified professionals will have become specialists by learning best practices relating to budgeting, personnel selection, analytics, reputation management and social customer service amongst many more. Earning a certification will improve your focus on the planning, implementation and measurement.

### There are nine modules in this programme:

1. Introduction to Digital Strategy and Planning
2. Traditional Communications
3. Digital Communications
4. Digital Channels
5. Social Customer Service
6. Budget & Resourcing
7. Big Data & Analytics
8. Digital Leadership
9. Strategy Formulation & Plan

### Who is this course for?

This programme is aimed at anyone involved with planning a digital strategy for their organisation, or who is likely to be involved in this area in the future and would like a comprehensive understanding of the field. This diploma is suitable for any level of skills or experience and is designed to prepare you to engage specifically with strategy and planning within an overall digital marketing domain.

### Recognition

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### Learning Mode

There will be 48-hour instructor-led workshop plus 30-hour online video and e-learning support. You may also opt for Study Online with 30-hour online video plus e-learning support, and commence anytime that is convenient for you.

### Assessment

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