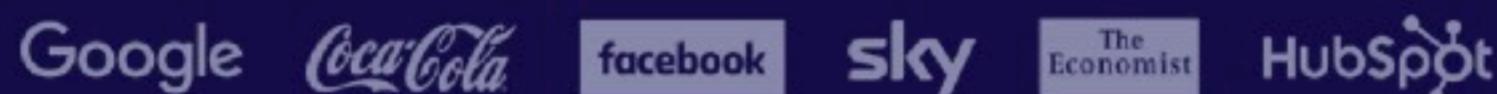


DMI PRO

Become a Certified Digital Marketing Professional
Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including



62224839

CCE@AUK.EDU.KW

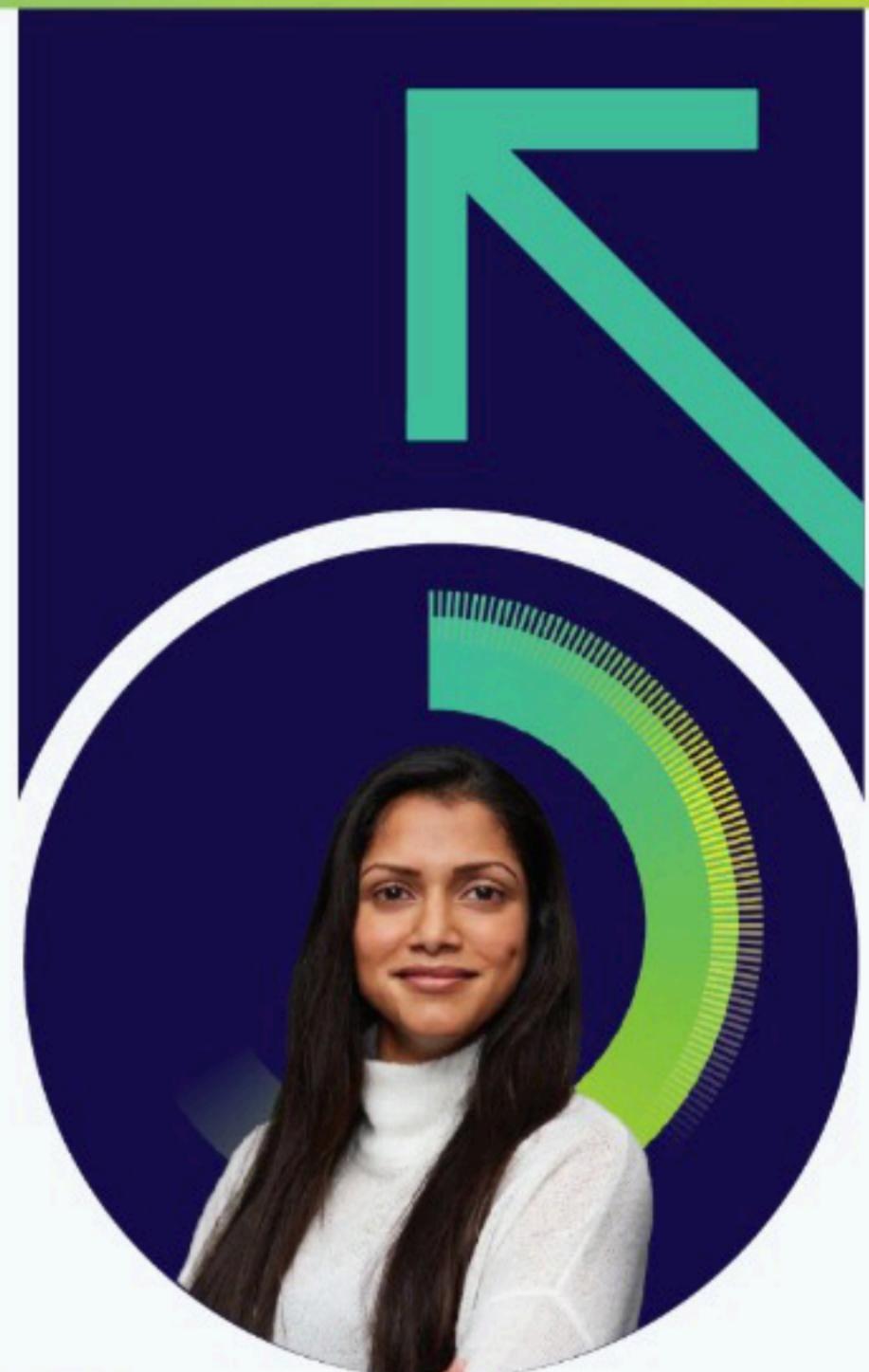
American University of Kuwait



Digital
Marketing
Institute™

WHO IS DMI PRO FOR?

- Anyone needing to create a digital marketing strategy
- Job seekers looking to make a formal switch to digital marketing
- Traditional marketers looking to sharpen their skills
- Marketing managers and senior professionals
- IT managers and business owners
- Entrepreneurs and career changers
- For professionals in agencies, publishers, or on the clients' side



WHAT WILL I LEARN?

- Develop strategies for engaging audiences on the right platforms
- Optimize websites through SEO and drive traffic with PPC
- Manage email marketing campaigns and social media strategies
- Leverage analytics to measure and optimize performance
- Create a cohesive digital marketing strategy

EXAM ESSENTIALS

A 180-minute (3 hours) computer-based exam, which includes Text-based Multiple Choice, Image-based Multiple Choice, matching, and hot spot questions.

CERTIFICATION MODULES

- 1. Introduction to Digital Marketing
- 2. Content Marketing
- 3. Social Media Marketing
- 4. Search Engine Optimization (SEO)
- 5. Paid Search (PPC) with Google Ads
- 6. YouTube and Display Advertising
- 7. Email Marketing
- 8. Website Optimization
- 9. Analytics Using Google Analytics
- 10. Digital Marketing Strategy

MEMBERSHIPS AND CERTIFICATIONS

- Six-month membership complimentary access to DMI resources.
- Professional Diploma in Digital Marketing with the designation "CDMP" from DMI Institute.
- Professional Certified Marketer® (PCM®) from American Marketing Association (AMA).

GET CERTIFIED TODAY!

