

DMI PRO

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

Under the guidance of Global Industry Advisory Champions including

Google Coca-Cola facebook sky The Economist HubSpot



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WHO IS DMI PRO FOR?

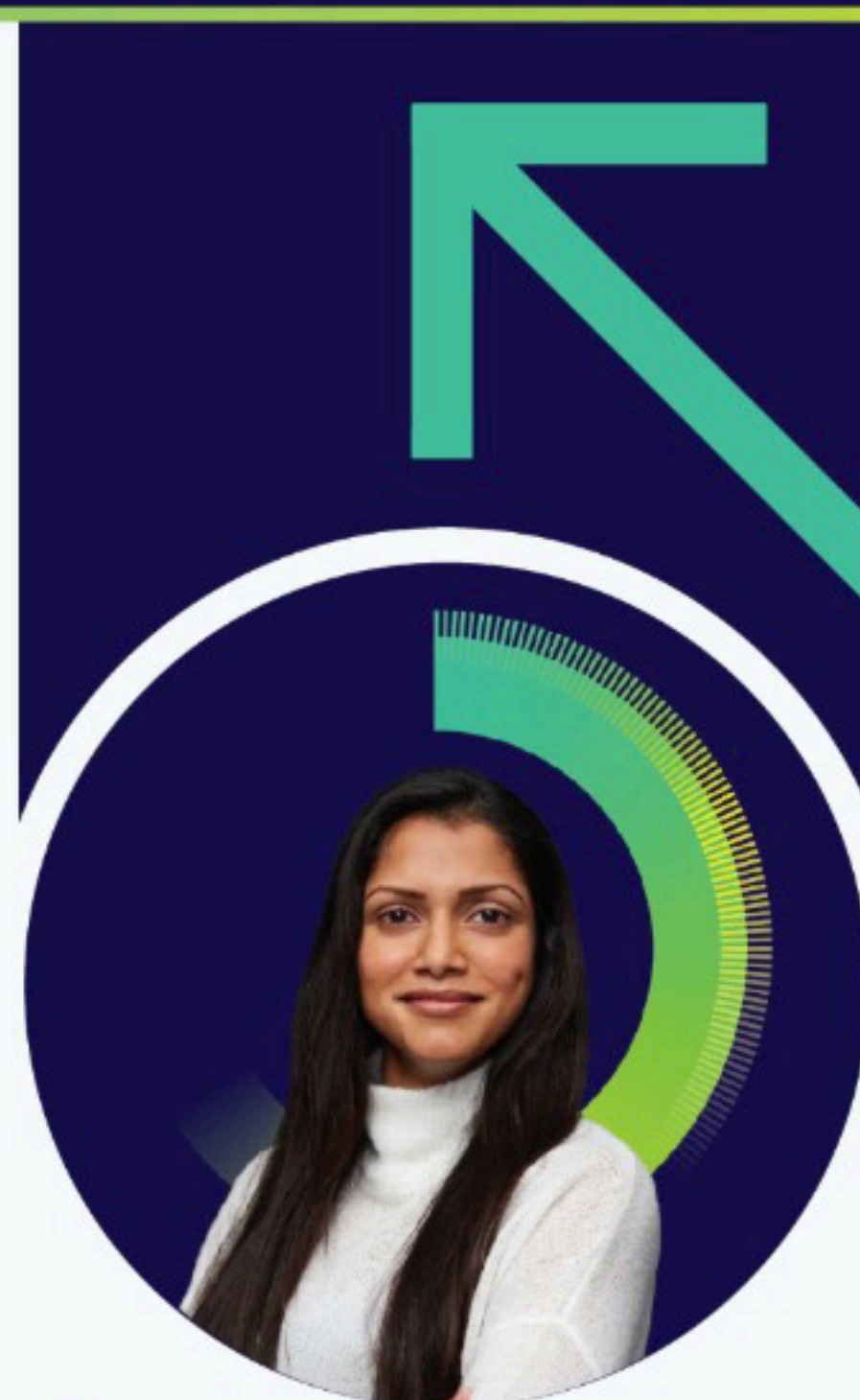
- Anyone needing to create a digital marketing strategy
- Job seekers looking to make a formal switch to digital marketing
- Traditional marketers looking to sharpen their skills
- Marketing managers and senior professionals
- IT managers and business owners
- Entrepreneurs and career changers
- For 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

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



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.

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!