

CDMP



CERTIFIED DIGITAL MARKETING PROFESSIONAL

PROGRAM OVERVIEW

With the rapid change of the market demands and the emerging technology, the traditional selling and marketing means are becoming less efficient in the modern market. This program is therefore designed to provide an in-depth and comprehensive introduction to the core essentials of digital marketing.

This qualification goes through all the core essentials of digital marketing resources, tools, and activities that the modern marketing experts use in acquiring new clients online. It also fosters the ability to create, manage and track campaigns and design digital strategies online.



OBJECTIVES

- Master the key concepts of digital and how it changes customer behaviour and its implications
- Recognize the importance of having an online presence to business strategy
- Understand the benefits of social media in supporting marketing, sales and branding
- Make use of social media as a customer service channel
- Deal with the challenges, risks and reputation issues that affect organizations and the need for management
- Achieve business goals by adopting a digital mindset



PARTICIPANTS

- Marketing Practitioners and Executives
- Senior Management
- IT Managers
- Business owners
- Staff responsible for developing a digital marketing strategy
- Those willing to pursue a career in digital marketing

PROGRAM LEVEL



CERTIFICATION

- 1 • Computer-based exam
- 2 • Exam type: multiple-choice, Image-based Multiple Choice, Matching and Hot Spot questions
- 3 • Exam time: 3 hours
- 4 • Exam site: Pearson VUE test center at UBT Campus in Dhahban or at any other site

DURATION



4 Days

TIME



9:00 am – 4:00 pm

FEES



Include:

- Preparation kit
- Certification exam
- 8,400 SR (VAT inclusive)

ABOUT UBT EXECUTIVE EDUCATION

The Executive Education of the University of Business and Technology (UBT) is a leader in professional training and career development for executives and practitioners in major fields of business, management and IT.

Founded in Jeddah in 2008 and located at the prestigious King Road Tower, UBT Executive Education provides international certified programs and exams for both individuals and corporations.

With an eye on quality and the other on performance, UBT Executive Education delivers training programs in several countries and has trained professionals from more than 80 companies and institutions.

ABOUT DIGITAL MARKETING INSTITUTE

The Digital Marketing Institute is the global certification standard in digital marketing and digital selling education, where its certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

The programs are overseen by the Global Industry Advisory Council, which members include Google, Facebook, Twitter, LinkedIn, Microsoft, Hubspot, The Economist, IBM and Coca Cola.

UBT Executive Education is the Executive Education Partner of the Digital Marketing Institute.



UBT EXECUTIVE EDUCATION INTERNATIONAL CERTIFICATIONS AND QUALIFICATIONS

HUMAN RESOURCES

- **UBT EXECUTIVE EDUCATION - HRCI aPHRI**
ASSOCIATE PROFESSIONAL IN HUMAN RESOURCES – INTERNATIONAL
- **UBT EXECUTIVE EDUCATION - HRCI PHRI**
PROFESSIONAL IN HUMAN RESOURCES – INTERNATIONAL
- **UBT EXECUTIVE EDUCATION - HRCI SPHRI**
SENIOR PROFESSIONAL IN HUMAN RESOURCES - INTERNATIONAL

MANAGEMENT

- **UBT EXECUTIVE EDUCATION - AAPM CIPM**
CERTIFIED INTERNATIONAL PROJECT MANAGER

FINANCE

- **UBT EXECUTIVE EDUCATION - ACCA CERT IFRS**
CERTIFICATE IN INTERNATIONAL FINANCIAL REPORTING STANDARDS
- **UBT EXECUTIVE EDUCATION - ACCA DIPL IFRS**
DIPLOMA IN INTERNATIONAL FINANCIAL REPORTING STANDARDS
- **UBT EXECUTIVE EDUCATION - ACCA CERT IA**
CERTIFICATE IN INTERNATIONAL AUDITING

MARKETING

- **UBT EXECUTIVE EDUCATION - DMI CDMA**
CERTIFIED DIGITAL MARKETING ASSOCIATE
- **UBT EXECUTIVE EDUCATION - DMI CDMP**
CERTIFIED DIGITAL MARKETING PROFESSIONAL
- **UBT EXECUTIVE EDUCATION - DMI DSSP**
CERTIFIED DIGITAL & SOCIAL SALES PROFESSIONAL
- **UBT EXECUTIVE EDUCATION - DMI DMS-SP**
DIGITAL MARKETING SPECIALIST – STRATEGY & PLANNING

BUSINESS DEVELOPMENT

- **UBT EXECUTIVE EDUCATION - AASBC ASMEC**
ACCREDITED SME CONSULTANT

COMMUNICATION

- **UBT EXECUTIVE EDUCATION - GAFM CIPIC**
CERTIFIED INTERNATIONAL COMMUNICATION PROFESSIONAL