

DMS-SP



CERTIFIED DIGITAL MARKETING SPECIALIST-STRATEGY & PLANNING

PROGRAM OVERVIEW

Digital technologies have changed the way we work, live and communicate where strategy and planning are key to digital marketing, a measured and well considered strategy along with a coherent plan for the organizations can dramatically reduce spend and increase value from the marketing.

This certification program is designed to make a difference for institutions and careers. Industry aligned, it can help standing out from the crowd and nurture the on demand competencies, boosting the credibility.



OBJECTIVES

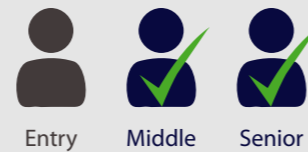
- The program introduces participants to digital communications, and helps developing a measured and well-considered strategy and coherent plan for their organization, that will stand up to the rigor and scrutiny of board-level decision making
- The participant will gain a solid understanding of the theory and practical application of digital strategy, allowing them to implement a powerful marketing mix that sustains customer engagement and increases sales
- This program enables consolidating the essential skills necessary to create well-measured digital strategies that convert



PARTICIPANTS

This program is aimed at professionals involved with planning a digital strategy for their organization, or those likely to be involved in this area in the future and would like a comprehensive understanding of the field.

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
- 7,875 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

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

BUSINESS DEVELOPMENT

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

MANAGEMENT

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

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

COMMUNICATION

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