



# CDMP

**CERTIFIED DIGITAL MARKETING PROFESSIONAL**

**17 – 20 March 2019, Jeddah**

**UBT** | EXECUTIVE  
EDUCATION



[digitalmarketinginstitute.com](http://digitalmarketinginstitute.com)

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## 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. To adapt to this change in sales and marketing, this program is designed to provide an in-depth and comprehensive introduction to the core essentials of digital marketing.

This qualification penetrates through all of the core essentials of digital marketing resources, tools, and activities that the modern marketing experts use in finding acquire new clients online. It also fosters the ability to create, manage and track campaigns and design a digital strategy for each of your online activities.

## PROGRAM OBJECTIVES

- Understand the key concepts of digital, how it has changed customer behaviour and the implications for your role and the wider business
- Recognize the importance of having an online presence to business strategy
- Understand the benefits of social media in supporting marketing, sales and branding
- Recognize the benefits of social media as a customer service channel
- Understand the challenges, risks and reputation issues that affect organizations and the need for management
- Recognize the opportunity to achieve business goals by adopting a digital mindset

## PARTICIPANTS

This program is designed for:

- Marketing Executives, Managers
- Senior Management
- IT Managers
- Business owners
- Those responsible for developing and/or implementing a digital marketing strategy for their organization
- Those looking to pursue a career in digital marketing



## MODULES COVERED

- Digital Marketing Foundations
- Website Optimization
- Content Marketing
- Social Media Marketing
- SEO
- Paid Search
- Display & Video Advertising
- Email Marketing
- Analytics
- Digital Strategy

## PROGRAM LEVEL

SENIOR MANAGEMENT



MIDDLE MANAGEMENT



ENTRY MANAGEMENT



## CERTIFICATION EXAMINATION

**Format:** Computer-based

**Type:** Text-based Multiple Choice; Image-based Multiple Choice, Matching and Hot Spot questions

**Where:** Pearson VUE Test Center, UBT Campus, Dhahban (or any other Pearson VUE Test Center)

**Exam length:** 3 hours

**Pass Mark:** 60%

*This program package covers 2 attempts to re-sit the assessment if you do not succeed but must be taken within six months of accessing the online material. If you do not succeed after three attempts, you will need to pay another registration fee to attempt the assessment again, giving you a further 3 attempts to pass.*



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**Program validated by the Industry Advisory Council, including members from**



### **PROGRAM SCHEDULE**

Dates: 17 – 20 March 2019

Time: 9:00 am – 4:00 pm

### **PROGRAM FEE**

7,500 SR (with Preparation kit and Certification exam, excluding VAT)

### **REGISTRATION DEADLINE**

12 March 2019

## ABOUT UBT EXECUTIVE EDUCATION

The Executive Education of the University of Business and Technology (UBT EE) 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.



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## ABOUT DMI

The Digital Marketing Institute is the global certification standard in digital marketing and digital selling education. Over 20,000 people in 115 countries have studied with the Digital Marketing Institute, making it the most widely taught digital certification standard in the world.

DMI collaborates with global digital experts to define and develop the skills and qualifications required of today's digital professionals. The certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across all industry sectors.

DMI 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 sole worldwide Executive Education partner of the Digital Marketing Institute.**

## Contact UBT EXECUTIVE EDUCATION for other programs

HUMAN RESOURCES	<p><u>UBT EXECUTIVE EDUCATION - HRCI APHRI</u> ASSOCIATE PROFESSIONAL IN HUMAN RESOURCES – INTERNATIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - HRCI PHRI</u> PROFESSIONAL IN HUMAN RESOURCES – INTERNATIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - HRCI SPHRI</u> SENIOR PROFESSIONAL IN HUMAN RESOURCES - INTERNATIONAL</p>
FINANCE	<p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IFRS</u> CERTIFICATE IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA DIPL IFRS</u> DIPLOMA IN INTERNATIONAL FINANCIAL REPORTING STANDARDS</p> <p><u>UBT EXECUTIVE EDUCATION - ACCA CERT IA</u> CERTIFICATE IN INTERNATIONAL AUDITING</p>
BUSINESS DEVELOPMENT	<p><u>UBT EXECUTIVE EDUCATION - AASBC ASMEC</u> ACCREDITED SME CONSULTANT</p>
MANAGEMENT	<p><u>UBT EXECUTIVE EDUCATION - AAPM CIPM</u> CERTIFIED INTERNATIONAL PROJECT MANAGER</p>
MARKETING	<p><u>UBT EXECUTIVE EDUCATION - DMI CDMA</u> CERTIFIED DIGITAL MARKETING ASSOCIATE</p> <p><u>UBT EXECUTIVE EDUCATION - DMI CDMP</u> CERTIFIED DIGITAL MARKETING PROFESSIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - DMI DSSP</u> CERTIFIED DIGITAL &amp; SOCIAL SALES PROFESSIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - DMI DMS-SP</u> DIGITAL MARKETING SPECIALIST – STRATEGY &amp; PLANNING</p>
COMMUNICATION	<p><u>UBT EXECUTIVE EDUCATION - GAFM CICP</u> CERTIFIED INTERNATIONAL COMMUNICATION PROFESSIONAL</p>