



CDMSSP

CERTIFIED DIGITAL MARKETING SPECIALIST - STRATEGY & PLANNING

10 –13 March 2019, Jeddah

UBT | EXECUTIVE
EDUCATION



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PROGRAM OVERVIEW

Digital technologies have changed the way we work, live and communicate.

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 specialist certification program is designed to make a difference for the institute and the employee's career. Industry aligned, it can help standing out from the crowd and nurture the on demand competencies, boosting the credibility.

Become a leader in your industry by becoming a certified digital strategy and planning specialist.

PROGRAM 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

Senior Management

Middle Management

Entry Management

MODULES COVERED

- Introduction to Strategy and Planning
- Traditional Communications
- Digital Communications
- Digital Channels
- Social Customer Service
- Budget & Resourcing
- Big Data & Analytics
- Digital Leadership
- Strategy Formulation & Plan

CERTIFICATION EXAMINATION

Format: Computer-based

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

Where: at Pearson VUE testing center, UBT Campus, Dhahban (or any other test center)

Exam length: 3 hours

Pass Mark: 60%

This program package and fee 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 SCHEDULE

Date: 10 - 13 March 2019

Time: 9:00 am – 4:00 pm

PROGRAM FEE

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

REGISTRATION DEADLINE

21 February 2019

Program validated by the Industry Advisory Council, including members from



facebook



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 & SOCIAL SALES PROFESSIONAL</p> <p><u>UBT EXECUTIVE EDUCATION - DMI DMS-SP</u> DIGITAL MARKETING SPECIALIST – STRATEGY & PLANNING</p>
COMMUNICATION	<p><u>UBT EXECUTIVE EDUCATION - GAFM CICP</u> CERTIFIED INTERNATIONAL COMMUNICATION PROFESSIONAL</p>