

Certified Digital Marketing Professional in English

2 Months

This course is only available in Virtual Classroom

Do you want to develop yourself as a Digital Marketing Professional and gain insight in the most important specialisms within the field? Or do you want to update your knowledge with the most recent techniques and tools? Then this programme is perfect for you. Under the guidance of a practical expert, you will cover all aspects of Digital Marketing such as SEO, e-mail marketing, YouTube & Display, mobile marketing, social media marketing and Google Ads. On passing the exam, you will receive one of the world's best recognised digital marketing certifications.

Features

Study duration: 4 meetings

Investment: € 2.275

Number of locations: online



Unique benefits

- Boost your CV with an internationally recognised certification
- Get the latest developments in the field
- 6 months access to the DMI Membership portal, full of up-to-date content and free e-learning
- Expert guidance for the best application in your own practice



Result

- ✓ Strengthen yourself as an online marketing professional
- ✓ Get an update of the latest developments in the field
- ✓ Increase the visibility of your website by using Google Ads
- ✓ You know how to set up, monitor and analyse video and display campaigns
- ✓ Use e-mail marketing successfully
- ✓ Choose the social media channels relevant to you for various business purposes
- ✓ You use mobile marketing and know the advantages of microtargeting
- ✓ Analyse and optimise all your online marketing activities
- ✓ You are able to create an innovative online marketing strategy



Target audience

This course is for anyone with experience in online marketing or anyone who wants to get involved in this in the future. The programme helps the experienced marketer to the next level and gives the beginner a running start.

Preliminary training

ICM follows the DMI guidelines and does not impose any requirements for prior education.



Program

Session 1

- Introduction Digital Marketing
- Content Marketing

Session 2

- Social Media Marketing
- SEO (Search Engine Optimization)
- PPC (Paid Search) Using Google Ads

Session 3

- YouTube & Display Advertising
- E-mail marketing
- Website Optimization

Session 4

- Analytics with Google Analytics
- Digital Marketing Strategy

Study preparation

For a large part, the course consists of self-study with exclusive DMI online material. Allow yourself enough time for studying the theory and making assignments. This is an essential part of the course. The time needed for this varies per individual. Count on spending about 5 to 6 hours of preparation per session.

Study materials

ICM uses the official study materials of Digital Marketing Institute. This material has been co-developed and approved by leading companies such as Google, Facebook, LinkedIn and Coca-Cola.

Study method

Blended learning | Bij ICM geloven we in blended leren, waarbij we zelfstandig online leren combineren met gezamenlijke momenten. Dit versterkt het leren. Je leert met en van anderen doordat je contact hebt met je medecursisten en begeleiding krijgt van een expert.

Digital learning environment | Three weeks prior to the first session, you get access to the ICM digital learning environment. In addition to practical information about the sessions, you will find all the material you need to study for the exam. After the course, you keep unlimited access to our learning environment and all the material.

Online study material | The material consists of dynamic videos and interactive e-learnings developed by DMI in cooperation with marketers from leading global companies. You study the material for a number of modules before each online session so that you can ask questions during the session and apply it to your own practice.

Online sessions | In the collective online sessions, your trainer alternates theory with interactive and social teaching methods. There is enough time for the input of own practical situations and examples. You can see and hear your fellow students and trainer and interact with each other.

Experienced instructors | An experienced trainer facilitates the online sessions, focusing on your learning needs.

Exam Preparation | ICM's study method guarantees you an excellent and thorough preparation for the official DMI exam. With the DMI study material you can practice perfectly before the exam and the trainer can answer your questions on specific topics.

Locations & date

The course times are 9.30 to 12.30 or 19.00 to 22.00, comprised of 4 meetings.

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The course takes place in April 2022, July 2022, October 2022, January 2023, April 2023 and July 2023.

Diploma

The ICM Certified Digital Marketing Professional course offers you the opportunity to obtain the official Digital Marketing Institute certificate.

The maximum 3-hour DMI exam consists of multiple choice questions and is set at one of the many Pearson Vue test centres, at a time of your choosing. After starting the course, we will inform Pearson Vue of your participation in this ICM course. You will receive a voucher code with which you can register for the DMI exam. For more information, please visit www.vue.com.

Investment

The investment is € 2.275.

This excludes € 37,50 per day for the day arrangement or € 10 per evening for the evening arrangement. No arrangement costs are charged for the online meetings. We reserve the right to change our products prices at any time. Check the website for the latest information.

The investment excludes vat. Payment without vat is possible. For more information www.icm.nl/btw.

Advice & enrollment

See the most current data and information on our website.

-  [Personal advice +31 \(0\)30 29 19 888](tel:+3120302919888)
-  [Request for quotation or sign in www.icm.nl](http://www.icm.nl)

ICM also offers this course in-company (www.icm.nl/maatwerk).



Voor de zevende keer verkozen tot
Beste Opleider van Nederland