



CERTIFIED TRANSFORMATION



EXIN DIGITAL MARKETING INSTITUTE DIGITAL MARKETING

Tread the path to digital success

The importance of digital marketing has grown enormously in recent years as online becomes the standard way to reach large audiences. It offers a wealth of opportunities for organizations in terms of engaging with customers, building relationships and learning customer behavior. The recent recognition of digital marketing as one of the 40 e-competences in the e-Competence Framework has warranted the need to develop the competences of professionals across the entire spectrum of the ICT industry to compete and excel in the growing digital economy.

In this age of digital innovation, new technologies and tools are advancing faster than many organizations can keep up. The rise of mobile technology, social media channels, analytical tools, wearable devices and big data are changing the ICT landscape for organizations on a global scale. To stay current and competitive, digital marketing needs to be central to the strategy of all successful businesses.

EXIN DIGITAL MARKETING INSTITUTE DIGITAL MARKETING CERTIFICATION PROGRAM

EXIN DIGITAL MARKETING INSTITUTE Digital Marketing is aimed at and is ideal for anyone involved in the planning, implementation or measurement of digital strategies – or anyone who would like to pursue a career in this area. With the development of digital tools and practices such as social, mobile and analytics the way people interact with each other has changed fundamentally. Whether your students are an IT, communications, marketing or sales professional, the need to keep pace with digital technologies and developments is essential to compete and excel in their role. As the gap continues to narrow between IT and marketing departments, understanding the fundamentals and intricacies of digital will help provide new skills and knowledge that can enhance and progress any professional's career.

Benefits for companies

- Investment in the certified EXIN DIGITAL MARKETING INSTITUTE digital marketing program will give you the assurance that their employees will have proven skills and knowledge
- Industry validation by the world's most influential brands to ensure your employees learn the most relevant and current digital skills
- Professionally certify your workforce
- Organizations will transform the digital capabilities of their business and staff
- Decrease your marketing costs
- Produce a significant ROI that can be measured
- Provide out-of-the-box flexible learning solutions

Benefits for individuals

- Achieve EXIN Digital Marketing Institute certification to prove digital knowledge and skills
- Acquire new skills and knowledge
- Flexible learning options
- Open up a world of new and exciting career opportunities
- Advance your career in terms of salary and seniority
- Steer or lead the digital transformation of your organization
- Gain industry validation

DIGITAL MARKETING INSTITUTE SYLLABUS ADVISORY COUNCIL

The Syllabus Advisory Council (SAC) is comprised of the world's most influential brands such as Google, IBM, Facebook and Microsoft. A digital powerhouse, SAC contributes to the development of internationally recognized standards supporting digital marketing and selling education. This unique validation ensures that graduates walk away with the best current practice, theory and applied skills needed to succeed in the digital marketplace.

DIGITAL MARKETING AS A NEW ESSENTIAL ICT COMPETENCE

The importance of digital marketing has grown enormously in recent years, as online becomes the standard way to reach large audiences. This has led to the recent recognition of digital marketing as one of the 40 e-competences in the e-Competence Framework. As a result, digital marketing now sits within this e-Competence Framework (e-competence D12). The Digital Marketing Institute syllabus was used by the European Committee for Standardization as a reference point for the design of the competencies.

The e-CF became a European Standard in 2016 which automatically “carries” with it the obligation for member countries to adopt it as a national standard. This crossover between ICT and digital will continue to evolve as digital marketing and selling becomes a necessary cross-functional, cross-industry skill set for businesses to adapt and develop.

DIGITAL MARKETING INSTITUTE

PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

The Professional Diploma in Digital Marketing is a comprehensive introduction to all the core digital marketing disciplines, and will prepare you to take up a more specialist role within the overall marketing field.

e-Competence Level		1	2	3	4	5
A.3.	Business Plan Development			■		
D.7.	Sales Management			■		
D.12.	Digital Marketing			■		

DIGITAL MARKETING INSTITUTE

PROFESSIONAL DIPLOMA IN DIGITAL SELLING

Traditional selling methods are no longer enough to achieve success when it comes to sales. Digital tools and techniques are now an essential part of any efficient selling strategy and are revolutionizing sales and prospecting.

e-Competence Level		1	2	3	4	5
D.3.	Education and Training Provision		■			
D.5.	Sales Proposal Development		■			
D.7.	Sales Management			■		
D.12.	Digital Marketing		■			
E.1.	Forecast Development			■		
E.4.	Relationship Management			■		

DIGITAL MARKETING INSTITUTE

SPECIALIST DIPLOMA IN SEARCH MARKETING

Search marketing remains one of the most influential digital disciplines with over 90% of web users relying on search engines to find what they are looking for. The Professional Diploma in Search Marketing will teach you how to create and implement advanced search marketing strategies, to help transform your career.

e-Competence Level		1	2	3	4	5
A.3.	Business Plan Development			■		
D.12.	Digital Marketing			■		

DIGITAL MARKETING INSTITUTE

SPECIALIST DIPLOMA IN SOCIAL MEDIA MARKETING

Social media has grown to become one of the primary communication channels on the internet and has become an integral part of the digital marketing strategy for many companies. Our certified Professional Diploma in Social Media Marketing will equip you with all the essential skills required to leverage social media as part of a general digital marketing strategy and achieve business goals.

e-Competence Level		1	2	3	4	5
A.3.	Business Plan Development			■		
A.7.	Technology Trend Monitoring				■	
D.7.	Sales Management				■	
D.12.	Digital Marketing				■	

■ competence is covered ■ partial coverage ■ superficial coverage

With the right strategy and planning, you can dramatically reduce spend and increase value from your marketing. Our Professional Diploma in Digital Strategy and Planning will help you learn how to develop a digital marketing strategy that will withstand the rigour and scrutiny of board-level decision making.

e-Competence Level		1	2	3	4	5
A.3.	Business Plan Development				■	
D.9.	Personnel Development			■		
D.12.	Digital Marketing				■	
E.3.	Risk Management		■			
E.4.	Relationship Management				■	

■ competence is covered ■ partial coverage ■ superficial coverage

PROGRAM LABEL



The program labels of the EXIN portfolio have been built up to help identify the logical next step in terms of additional training and competence development. Each color represents an ICT competence area, derived from the e-Competence Framework (e-CF®). The overall label color indicates the main competence area of the program and the colors in the pie chart indicate the relationships with other competence areas: the

Digital Marketing competences are mainly covered in the area 'Enable'. Related programs cover competences in the areas 'Manage' and 'Plan'. Please visit the EXIN DIGITAL MARKETING Digital Marketing program page on exin.com to find out which certification programs are suggested for further development.

MANAGE

This area represents the daily business administration and improvement of all underlying operative ICT processes.

PLAN

This area represents the strategic preparatory activities such as conceiving and developing products, services and solutions.

BUILD

The Build area represents the development and implementation of products, services and solutions.

RUN

The Run phase represents the provision, support and maintenance of the products, services, and solutions delivered and deployed.

ENABLE

The strategic activities in this area represent supporting all underlying ICT processes.

EXIN. THE MOST RENOWNED EXAMINATION INSTITUTE FOR IT PROFESSIONALS



- Complete portfolio of Information Management
- Exams in 165 countries
- Exams in 20 languages
- 2 million EXIN-certified professionals
- International network of accredited partners

ABOUT EXIN

Published and designed by EXIN. EXIN is the global independent certification institute for professionals in the ICT domain. With more than 30 years of experience in certifying the competences of over 2 million ICT professionals, EXIN is the leading and trusted authority in the ICT market. With over 1000 accredited partners EXIN facilitates exams and e-competence assessments in more than 165 countries and 20 languages. EXIN is co-initiator of the e-Competence Framework, which was set up to provide unambiguous ICT certification measurement principles within Europe and beyond.

ABOUT DIGITAL MARKETING INSTITUTE

Founded in Dublin, Ireland in 2008, the Digital Marketing Institute is the certification standard in digital marketing education, training more graduates to a single standard than any other certification body.

The organization works with the world's largest and most influential brands to define the skills and qualifications required to excel in this rapidly growing industry through its Diploma, Postgraduate and Masters education programs. Industry validated, the Digital Marketing Institute's training is taught full-time, part-time and online in over 80 countries by the Digital Marketing Institute and its network of licensed education partners.

TO GET IN TOUCH

Please visit exin.com to find local EXIN support or your EXIN Regional Manager.