



Digital
Marketing
Institute™

NEW & UPDATED

DMI MASTER

Get a MSc. Digital Marketing

Stay Relevant. Stay Ahead.

Leadership • 2 Years • Study Online

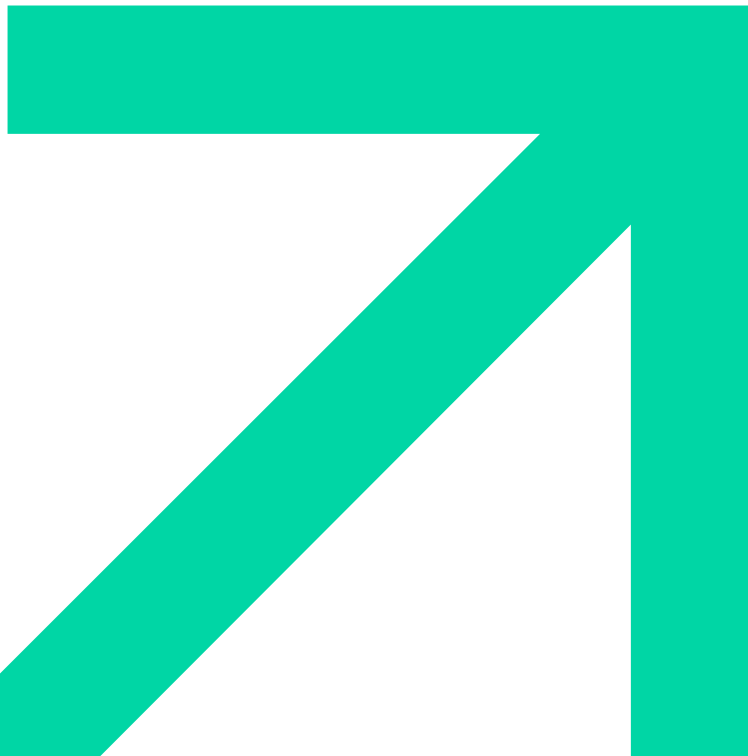
Under the guidance of Global Industry Advisory Champions including

Google *Coca-Cola* facebook sky The Economist HubSpot

digitalmarketinginstitute.com



GETTING STARTED



Hello

The Challenge

Why choose Certification?

Who is **DMI MASTER** for?

What will I learn?

How will I learn?

DMI Certification and beyond

Playing the long game

Super-relevance

Get in touch

HELLO

When you've got the skills,
it's all yours to play for.

The Digital Marketing Institute gives you those skills and what's more - gives you Certification which is recognised and wanted around the globe.

Everyone can see what you're capable of and what opportunities you can slot right into - or go create.

With over 175,000 **DMI Members** worldwide and a panel of razor-sharp **Global Industry Advisory Champions** guiding our course curriculum and more, we're right at the edge of big, new and clever.

Join us.



THE CHALLENGE

Digital changes everything. Culture. Commerce. Community. And then digital goes and changes itself. Such is the rate of progress. Your ambition may be big and clear, but without the right digital skills, it is completely out of reach. And it's not just about what you can do either – it's also about what the world knows you can do.

The greatest professional challenge of the 21st century is staying relevant. Closely followed by communicating how relevant you are in that noisy, dynamic space where new meets now.

Luckily the Digital Marketing Institute exists to help you stay relevant, today and for the rest of your career.

95%

of our Certified Members are
currently employed

81%

were promoted after earning
their Certification

88%

of our Members are working at
senior or management level

GETTING YOU IN THE GAME AND KEEPING YOU IN IT

Digital Marketing Institute courses are white hot, created with insight from those who are already out there doing it. We bring you expert thought and practice. We're about getting you in the game.

But it's a game of perpetual motion, ever-changing, always new. So we are also about keeping you in the game. Right from the moment you sign up for a course, you also become a **DMI Power Member** which means you get access to our **Continuing Professional Development (CPD)**. Learn and upskill as your needs and ambitions change. **Stay tuned into** the hive mind of new insight. **Stay connected** to the industry's best opportunities. **Stay relevant.**

DMI Certification is not just recognized all over the globe – it's setting the global standard. It also helps that we have Certified more professionals to a single digital marketing standard than any other certification body. We know what we're doing - and key industry players know that we know what we're doing too.

And it works. Fact is **95% of our Certified Members are currently employed** and **81% were promoted after earning their Certification.**

It's your turn next.



Digital
Marketing
Institute™

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University of
Salford
MANCHESTER



SALFORD
BUSINESS
SCHOOL

WE PARTNER WITH UNIVERSITY OF SALFORD TO RAISE THE GLOBAL GAME

We share a way of working and thinking

At DMI, the industry and what we do are not separate things. We give voice to industry needs, we reflect back what the industry wants. We are the industry in conversation with itself. It's a vital, living dynamic, and that's why we partner with the Salford Business School at the University of Salford.

In 2014 Salford Business School was named UK Business School of the Year (TheTimes Higher Education Awards, Nov 2014) in recognition of its sector-leading work connecting business to education and education to business, delivering award-winning, cutting-edge content and industry experiences for students. The Salford Business School creates empowered graduates and drives wider economic growth. This is our kind of school.

Salford Business School programs are all about best contemporary practice. They are developed in partnership with business leaders and change-makers, people who spearhead progress. For you, these partnerships mean pathways into the best workplaces.

Together, we are building better. Helping the best and brightest become expert's experts, true leaders who transform business. Join our inspirational learning community and work the magic of digital marketing. Turn your ideas, your raw ambitions, into something new and extraordinary.

WHY CHOOSE CERTIFICATION?

Because it helps you look better,
travel better and play the long game.

Once upon a time digital marketing was a wild space, filled with great innovative people and some who simply talked a good game. But now, we've built a **Certification Framework** which helps real skills get recognized and rewarded. It's meaningful and it's working. Bluechip global brands, innovators, training companies and even universities in over 90 countries recognise and use Digital Marketing Institute's Certification Framework.

Your **DMI Certification**:

- Gives you the skills you need to speak loud and clear to the right audiences
- Tells the world what you know and what you can do - your **DMI Certification** acts like a magic key. Doors open
- Means you travel well between different opportunities and countries. It's your oyster
- Aligns with other qualification frameworks across the globe. Take that ball and run with it
- Gives you powers you may not yet even understand, yet whose awesome potential will reveal itself in new and startling ways throughout your career

WHO IS DMI MASTER FOR?



- Experienced marketers and business leaders who are ready to rise up and take their place among the industry's top digital people
- Experts who want to become expert's experts. Who want to become true authorities in their field
- Leading practitioners who know their worth and want to communicate it to the world with a Masters degree
- Top players who have a genuine passion for the extraordinary, unprecedented capabilities and reach of digital marketing. Who realise that here is the true edge of new, and its an incredible place to be

Why choose **DMI MASTER**?

To explore the full potential of the discipline. To test limits – of tech, of current thinking. To gain a deep understanding of what's possible today and tomorrow. Becoming a Master means becoming a fluent player of the game, yet also stepping up to lead. To take the game to a new place, to feed into the bigger conversation and drive the culture forward. To do important work that may speak to millions.

WHAT WILL I LEARN?

HOW TO:

- Use the latest techniques and tools to build extraordinary brands that shapeshift across platforms while speaking their truth with clarity and conviction
- Where the industry is at – the world’s current best thinking and practice – and where it’s going. Macro-trends. What the very top people are doing. Where the tech is likely to take us next. Where the opportunities are
- What the industry thinks, wants and needs. See this course as an open, responsive and dynamic conversation with the industry itself
- Everything you need to create effective, change-making campaigns and more
- What leadership means in an industry at the very edge of new
- The ways of the expert’s expert, in two stages:
 - **Stage One** 90 hours of specialist digital content and six assignments
 - **Stage Two** -The research phase, featuring a series of structured webinars and 1-1 supervision to support your Thesis work

NEW Brand New for 2022

WHATS NEW?

Develop deep Digital Marketing expertise with DMI Master. Learn digital communications, digital strategy & planning, search marketing and more from Industry Skills Experts.

Learn every aspect of Digital Marketing across 8 stages of interactive learning to give you a highly relevant and deep knowledge of digital marketing, all wrapped up with the world's most recognized digital marketing certification on completion.

- Major content update and **NEW** modules in Social Media stage
- **9 NEW** modules – new/revised syllabus, new video, new interactive content, new walkthroughs
- More emphasis on practical skills, deeper specialist knowledge, and B2B examples
- **NEW** content formats: embedded tools, text articles and quizzes
- **NEW** bonus content including webinars, podcasts, eBooks, articles and toolkits have been added.
- Existing walkthroughs and screenshots have been updated to acknowledge changes and updates to user interfaces.
- Improved videos with animated explainers

MSC. DIGITAL MARKETING STAGE 1: TAUGHT STAGE

Eight key subjects, explored in depth:

1. **Communications and Consumer:** Business strategy considerations, C-Level analysis and reporting
2. **Social media marketing:** Facebook, Twitter, LinkedIn and Social Video. The power of the platform
3. **Search Marketing:** SEO, PPC and Analytics
4. **eCommerce and email:** Sales tactics, email data management and growth
5. **Mobile marketing:** Mobile apps and games mobile, messaging and mobile advertising
6. **Strategy and planning:** Including the Internet of Things, data visualizations and Benchmarking. Big Picture thinking. How to transform ideas into reality
7. **Marketing and services management:** Strategic marketing management, relationship marketing and the role of branding
8. **Digital Innovation:** Digital business applications and innovative business technologies. Where is the edge of new today? Where will it be tomorrow?

MSC. DIGITAL MARKETING STAGE 2: RESEARCH STAGE

Developed in partnership with the University of Salford, the second stage of the Masters involves your very own Business Innovation Project.

This is where the **MSc. Digital Marketing** and industry truly meet. You get to apply your expertise and prove your value. Here you can research and explore your chosen digital area of focus and refine your analytical skills. Hone your research and thesis writing skills through a series of webinars - practical guidance to help you do primary research, interpret results and present your findings.

The Masters thesis is a carefully argued scholarly paper. Written under the guidance of a Masters' academic supervisor with input from an industry expert, you present an original argument that is supported by primary and secondary research sources.

Your Business Innovation Project is the core element of the **DMI MASTER** program, and it is a true opportunity for you to focus on an area of interest and build industry knowledge, expertise and connection. This is a thesis and a true pathway, beyond Certification, to where you want to go.

ADMISSION REQUIREMENTS

Raw ambition. A passion for empowerment through digital marketing.

- A Bachelor's degree in business or marketing plus at least one year in digital marketing **OR** a Bachelor's degree in any discipline plus at least two years' marketing experience.
- Of course, this is digital. Some people blaze their own trails. If you don't meet the normal requirements, you may still get accepted if you can show at least four years' work in digital marketing and a great track record of responsibility.

Not a native English speaker? You may be asked to demonstrate proficiency. An **IELTS** (Academic) level 6.5 or equivalent is the minimum requirement. These are minimum requirements and are not an automatic entry to the Program. Admission is at the discretion of the Digital Marketing institute and the University of Salford.

Contact our admissions team at admissions@digitalmarketinginstitute.com if you need to know more.



DMI MEMBER STORIES

“Each step I took with the **DMI Master** increased my skills and my role grew with them. Digital was a new and expanding area within my organisation and increasing these skills allowed me to lead that expansion.”



Kirk Dunford, RSA

“I had heard a lot of reviews from people in the industry about the benefits of being a **DMI Member**. Additionally, the chance to learn from the very tenured lecturers that they have on staff was the main draw for me.”



Kelly Herbst, Hubspot

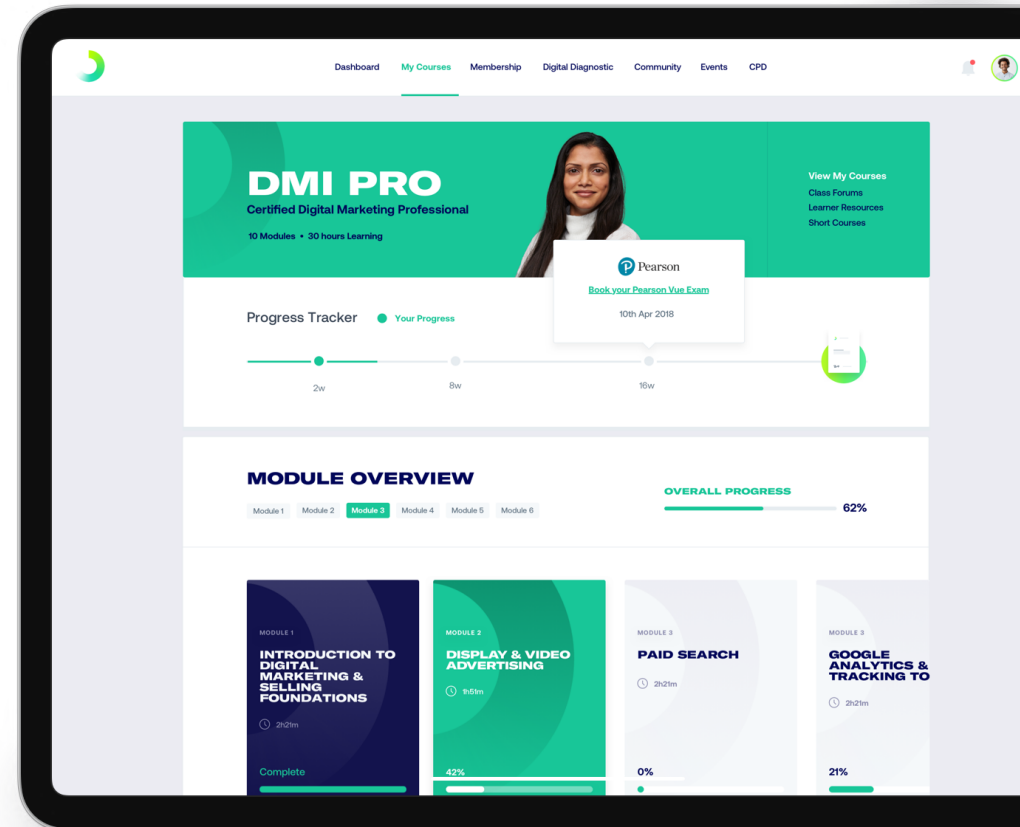
HOW WILL I LEARN?

We live our promise of new and relevant. ‘No point learning new stuff in tired old formats’ - our clever new Learning Platform is what they talk about when they talk about immersive. The user experience is smooth, seamless and all about you. Let it make you smart and happy on desktop, mobile or tablet.

Here’s how the latest version walks the talk on new:

- Short courses called **DMI SPRINTS** (Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design). They’re called sprints because this is efficient learning that takes you where you want to go - fast
- Up to 60% more learning interactions
- Bite-sized lessons (10-20 minutes)

But that’s not all. We have also created a 360 degree learning environment for you, which we call **MYDMI**.



Our immersive learning platform **MYDMI**



CERTIFICATION AND BEYOND

How long will the program take? That's your call - digital marketing is about empowerment and convenience, and we are about digital, so you control your time. Typically, the MSc. Digital Marketing takes 2 years part-time - the taught stage is approximately 14 months and the research stage 10 months. You can take short breaks between different modules and stages.

And assessment? It's thorough and industry-orientated. There are six assignment submissions. The first two are based on an organisation of your choosing - conduct research with their customers and develop a new digital marketing strategy. These are both 5,000-word assignments. The others are approximately 3,000 words each and can include tasks like secondary research, creating a blog post etc. The final assessment stage is the Business Innovation Project. Here you go deep, creating a 15,000 word thesis.

All going well, you are then ready for immersion in the great digital game. And ready to take it to a new place. You are a **DMI Certified Digital Marketing Master**. What's more, your slick new **DMI Certification** works as a virtual passport. It looks sharp and is recognised at the door of (just about) all the best opportunities. That's because it comes with true authority.

Our Certifications are mapped to the European Qualifications Framework (**EQF**) AND positioned within the European Higher Education Area (**EHEA**), a 'translation tool' between different qualifications systems. And both these facts are a big deal. They mean your **DMI Certification** gets recognised at a glance, fits within other educational frameworks and has value beyond borders. With **DMI Certification**, nothing gets lost in translation.

LEADERSHIP AND STANDARDS ASSURED

The industry recognises what DMI does because we work with the best people and we're helping to move the whole industry forward. We have created a 27 person panel of diverse influencers, thought leaders, tech gurus and C-suite change-makers called the **Global Industry Advisory Champions**.

These people don't just play the game – they are the game. Hailing from the USA, Europe and Asia, the Champions have millions of followers, win awards, get published globally, manage multi-site teams and multi-million dollar budgets and are right at the edge of new and fast as well as established and influential.

They have a direct line to us, bringing in crisp industry ideas, research, commentary and new best practices. We work with them year-round to deliver better – sharper products; a clearer, more meaningful Roadmap. And they develop hot content and webinars exclusively for **DMI Members**. For you. Working with the Champions means we create better players. And a better game.

DMI'S

GLOBAL
INDUSTRY
ADVISORY
CHAMPIONS

Google

Coca-Cola

HubSpot

IBM

MobileMonkey

Microsoft

facebook

Drift

DirectLine
Group

Lucidchart

LinkedIn

The
Economist

abra

bitly

AccuWeather

terminus

TopRank
Marketing

sky

twitter

Henley
Business School

PLAYING THE LONG GAME

We're getting you in the game as a DMI Power Member.

But this is a fast game. You need to hit the ground running, so right from the moment you sign-up for a course, you become a **DMI Power Member**, which means you join the conversation with a whole generation of marketers around the globe who we've helped take their place at the leading edge. They are a living library of savvy and skills.

Being a **DMI Power Member** means being connected – to their smarts, to trends in industry, to experts who can bring unique insights to your work; to other great people with a task, vision or stellar trajectory like yours. You are connected to opportunities.

Here's the small print on what you get:

- Thought and practice-leading, world-class content from the edge of new
- High-quality templates and toolkits. Looking the part is not just about smart casual
- A career zone. Real insight from the inside
- Industry news and analysis. The exciting stuff

WHAT DMI MEMBER ARE YOU?

MEMBER

Sign up today, join 175k+ Members today at no cost, enjoy restricted access to our great member benefits.

POWER MEMBER

Enjoy unrestricted access to all Member content within your MyDMI Account. You also receive one year free Power Membership with the purchase of our courses.

POWER + MEMBER

Already a Power member? Get certified, unlock CPD and become a Power+ Member.

Member Benefits	MEMBER	POWER	POWER +
Podcasts	✓	✓	✓
Articles	✓	✓	✓
Webinars	✓	✓	✓
Expert Walkthroughs	✓	✓	✓
eBooks	20%	✓	✓
Case Studies	20%	✓	✓
Toolkits	20%	✓	✓
Exclusive Interviews	20%	✓	✓
Community Forum	✓	✓	✓
Short Courses		✓	✓
Audio Books		✓	✓
Audio Case Studies		✓	✓
Audio Interviews		✓	✓
Presentations		✓	✓
Member Spotlight - Publish Your Content		✓	✓
CPD Program & CPD Designation			✓

WE ALSO KEEP YOU IN THE GAME

As this is the game of perpetual motion, we've gone beyond what we offer you as a **DMI Power Member** and created not one but two other hot routes to perpetual relevancy.

1. **To keep you top of your game**, we also give you Just-in-Time (J-I-T) learning activities through webinars and online short courses called **DMI SPRINTS**.

DMI SPRINTS effective-straight-away-learning short courses in Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design.

Hot content. Always.

2. **Continuing Professional Development (CPD)** for **Power + Members** is about being the best digital marketing professional that you can be - and taking the industry with you. You get access to a special CPD zone and rack up credits as you rack up fresh knowledge - 40 credits over 3 years means your Certification stays up-to-date. And so do you.

Becoming a Power + Member.

- Recognition. CPD is a brilliant way for you to communicate just how great you are
- You hold your status among an elite group of high performing digital marketing professionals. CPD is a Badge of Honor
- You look the part on LinkedIn
- You are empowered to expect a higher income
- Access to key Skills Experts through our annual webinar portfolio
- In-platform bitesize learning activities. Stay sharp
- CPD Accredited eBooks and Webinars

SUPER- RELEVANCE

True leaders don't go it alone. They surround themselves with great people who channel great ideas. That's what we've done. We've even created special 'great people' teams.

Meet DMI Skills Experts. Because digital doesn't gather dust, we throw open the doors of our virtual classrooms and welcome in new ideas and creativity. The Skills Experts ensure our courses are as dynamic as the world they equip you to enter - and that your new skills are a flawless fit for real industry needs. They have their ear to the industry ground, meet with the big players and shape your course materials - and reshape them in response to this most responsive of disciplines. We've designed the zeitgeist right into your programme.

What next for digital marketing? The answer is always change. And that's great. We champion change.

DMI's **Global Industry Advisory Champions** are tech leaders, industry insiders and influencers from across the globe; from top global and technology brands. They're digital trend-spotters, on the trail of new ideas, razor-sharp insights and virgin opportunities. They feedback the cream of what they find into our skills framework - a framework that defines new global standards for the whole industry. It's a circle of better.

Our Champions are moving the industry conversation forward and bringing you right into the conversation too.

Under the guidance of
Global Industry Advisory Champions
including

Google

Coca-Cola

facebook

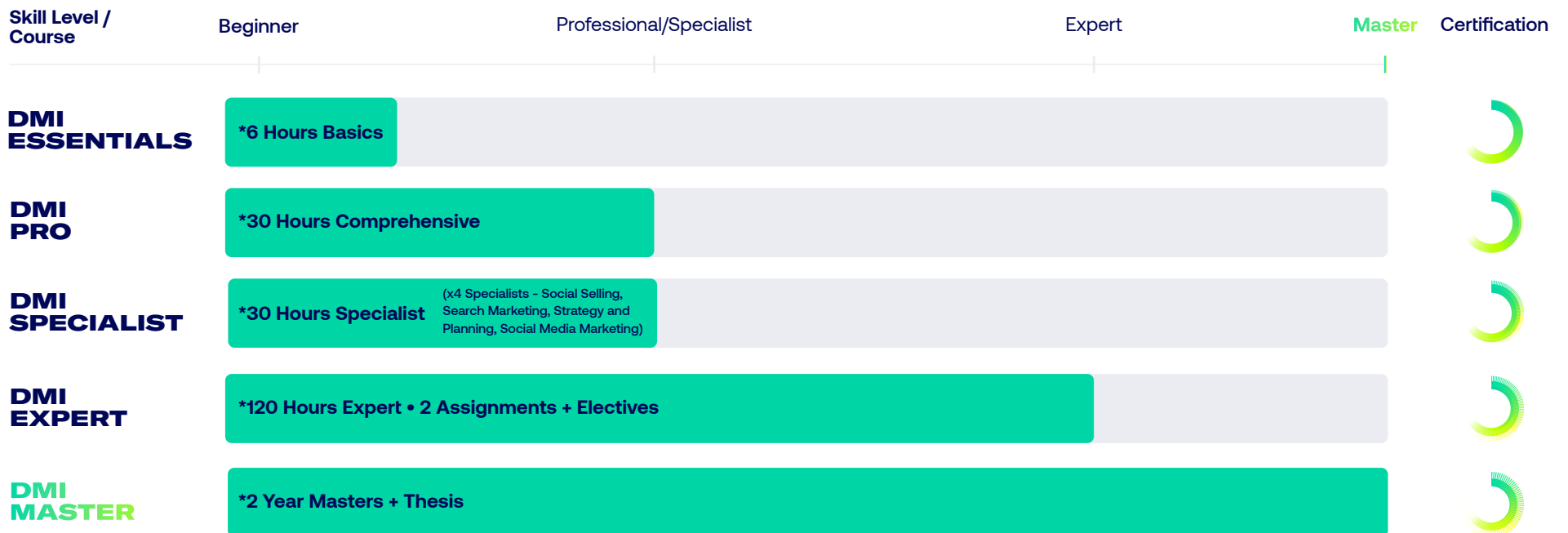
sky

The
Economist

HubSpot

BECOME A DMI MEMBER

By now, your digital marketing path is so clear it even comes with a Roadmap, which tells you exactly where your **DMI Certification** stands. Follow the Roadmap to even more relevance and recognition. Or stop. Enjoy the scenery. Branch off and explore. Get back on the road when you're ready to achieve more. **Go as far as you want.**



* Projected Learning Time to complete course



Digital
Marketing
Institute™

**FIND AUDIENCES
BE FOUND
CHOOSE SEO
GO PLACES
GO MOBILE
CREATE CONTENT
GO VIRAL
BOOST SALES
LEARN PPC
BOOST YOUR SALARY
CHOOSE COURSES
STAY RELEVANT
STAY AHEAD**

Get in the game with DMI.



READY TO GET IN THE GAME?

The digital marketing game is ready for you. To respond, share, grow, anticipate, evolve. To play your edge. Pass your edge. Let's start getting you in the game and keeping you there.

Talk to a Digital Transformational Advisor today.

Call 020 3411 2035

Email an Advisor