



Digital Marketing Institute

Part of the BPP Education Group

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PACE
INSTITUTE OF MANAGEMENT

DMI PRO

Get a Professional Diploma in Digital Marketing

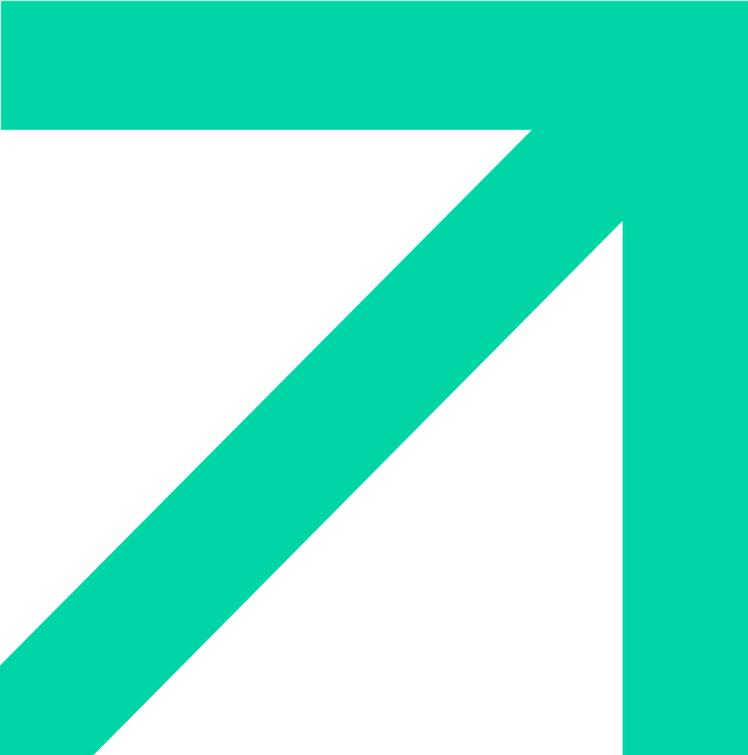
Under the guidance of Global Industry Advisory Champions including

Google *Coca-Cola* ∞ Meta sky The Economist HubSpot

DMI.PACE.edu.vn



GETTING STARTED



Hello

The Challenge

Why choose Certification?

Who is **DMI PRO** for?

What will I learn?

How will I learn?

DMI Certification and beyond

Playing the long game

Super-relevance

Get in touch



DIGITAL MARKETING INSTITUTE (DMI)

Digital Marketing Institute (DMI) is the world leader in digital marketing training. The DMI sets the global standard in Digital Marketing and selling certification. The DMI has certified more professionals to a single digital education standard than any other certification body. With a growing community of over 300,000 people worldwide and a panel of razor-sharp Global Industry Advisory Champions guiding our course curriculum, we're right at the edge of big, new and clever.

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

The DMI PRO program is the best training program in Digital Marketing with DMI's global standards in Digital Marketing training which helps participants have the ability to gain Certified Digital Marketing Professional (CDMP). This program is designed by experts, to create experts.



PACE INSTITUTE OF MANAGEMENT APPROVED PARTNER OF DMI IN VIETNAM

PACE Institute of Management (PACE) is a trusted partner of companies in Vietnam for developing high-performance people, teams and organizations to achieve sustained superior results. PACE's mission is to develop leaders and professionals for business and society.

In order to develop a new generation of Marketers for the Digital age, PACE Institute of Management has established PACE School of Marketing Management (PACE-SMM) and has become an authorized partner of DMI in Vietnam to deliver DMI's world-class digital marketing certification programs in Vietnam.



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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.

79%

of DMI graduates say the course helped them get a promotion *

65%

say certification was a reason for their salary increase *

75%

of employers say that candidates with a DMI certification on their CV have an increased chance of getting hired **

* 2022 Graduate Survey.

** 2023 Chief Marketing Officer Survey

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.



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

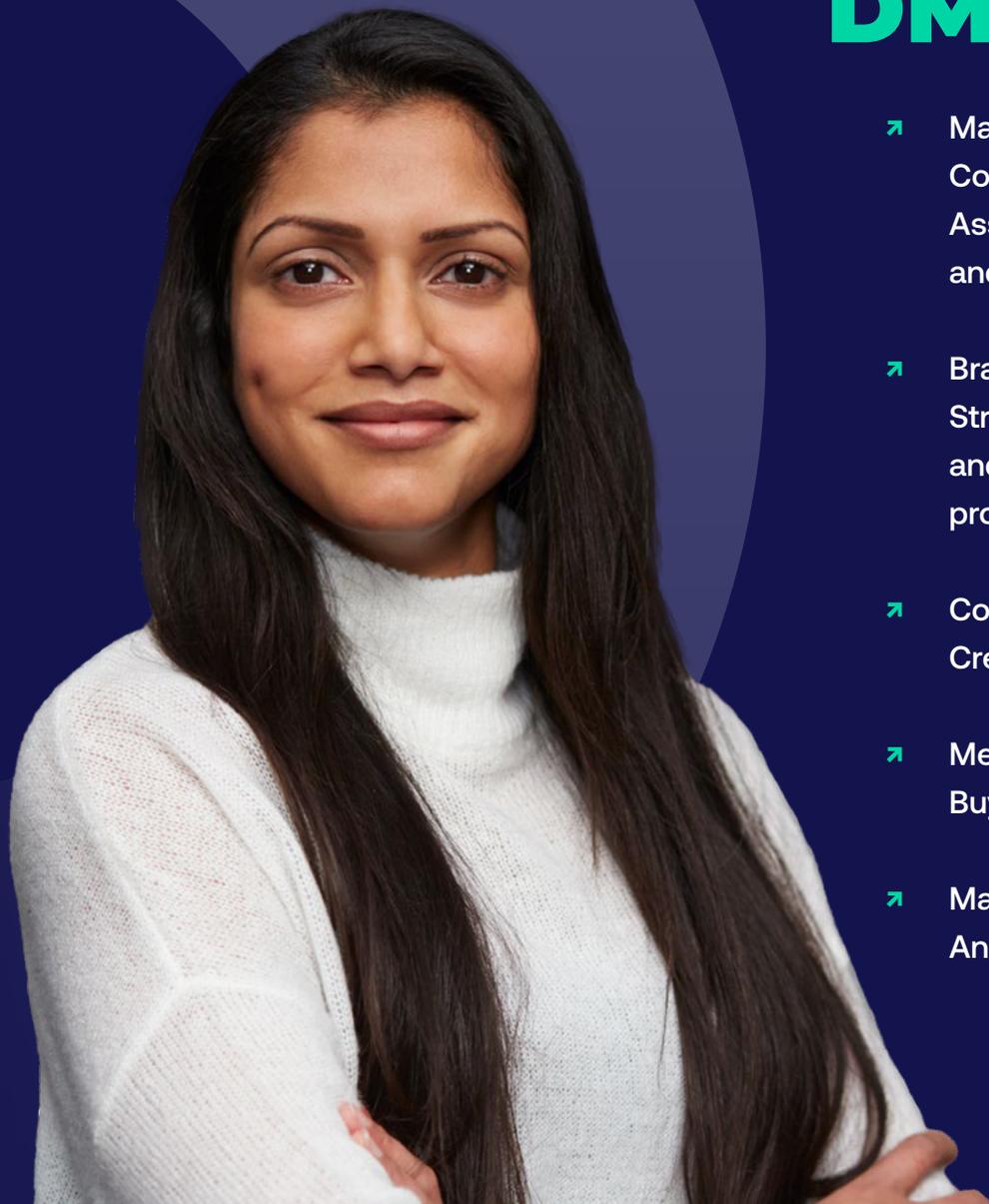


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WHO IS DMI PRO FOR?



- Marketing Executives, Marketing Coordinators, Marketing Assistants, Marketing Interns, and Marketing Analysts
- Brand Managers, Brand Strategists, Event Planners, and Public Relations (PR) professionals
- Copywriters and Content Creators
- Media Planners and Media Buyers
- Market Research Analysts, Data Analysts, and Product Marketers
- Marketing managers and marketing directors
- Consultants and IT managers
- Entrepreneurs and small business owners
- Those with responsibility for developing or implementing an online marketing strategy for an organisation
- Anyone looking to pursue a career in digital marketing

Not sure if this is the right fit for you? Explore our full range of digital marketing certifications to reach your career potential [here](#).

WHAT WILL I LEARN?

HOW TO:

- Explore the game-changing impact of digital marketing, social media, and AI on business. Uncover the secrets underpinning the revolution that's reshaping today's business landscape.
- Master the art of social media and content marketing. Learn how to transform your brand into a household name and delight customers with engaging content that resonates with their needs.
- Integrate digital channels and explore how SEO, PPC, and display advertising can boost your website's organic rankings, drive more traffic, and generate demand for your business.
- Discover how to craft email campaigns that convert. Design, execute, and track your way to email marketing success using proven tactics and strategies.
- Unleash the power of data and metrics with web analytics to fine-tune your marketing game. Better understand your customer's journey, uncover insights, and make data-driven decisions to elevate your campaigns.
- Sharpen your professional skills and boost your personal and career effectiveness in the dynamic world of digital marketing. Master time management, agile thinking, and problem-solving skills and learn how to enhance your creativity and strategic thinking skills.
- Unleash the full potential of digital marketing. From concept to execution, discover the art of crafting tailored marketing tactics and strategies to propel businesses toward their goals.

MODULES OF CAPABILITY

We give you the tools to become a smart and capable player on the digital stage. When you're done, you'll be able to create a powerful digital marketing strategy by yourself.

The modules are building blocks – of knowledge, of your career, of the brand new Certified Digital Marketing Professional that is you.

Here is what you need to know 1-10:

1. Digital Marketing in the Era of AI
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimisation)
5. Paid Search (PPC) and Display Advertising
6. Email Marketing
7. Professional Skills for Digital Marketers
8. Website Optimisation and Ecommerce
9. Analytics with Google Analytics 4 (GA4)
10. Digital Marketing Strategy

1 **DIGITAL MARKETING IN THE ERA OF AI**

Unleash the power of digital marketing in the era of AI disruption. Dive into core concepts, explore digital channels, and uncover why machine learning algorithms, large language models, and AI-powered tools are transforming how businesses operate. From audience insights to 360-degree campaigns, explore how to connect more effectively with your target audience.

Topics covered include:

- What is Digital Marketing?
- Inbound and Outbound Marketing
- Digital Marketing Channels
- What is AI in Digital Marketing?
- Staying Relevant in Digital Marketing
- Audience Listening Tools
- Competitive Research
- The Traditional Funnel and the Buyer's Journey
- The Evolution of the Buyer's Journey
- Integrating Offline and Digital Marketing

2 **CONTENT MARKETING**

Master the art of content marketing with a persona-focused, data-driven approach to planning and executing content marketing strategy. Connect seamlessly with your audience using best practices at each stage of the buyer's journey. From content creation to curation, learn how to amplify your impact, extend value, and measure your successes with AI-powered insights to elevate your business's content marketing performance.

Topics covered include:

- What is Content Marketing?
- Topical and Evergreen Content
- Content Intent
- Buyer Personas
- Getting Ideas for Content Topics
- Creative Brief
- Content Creation and Content Curation
- Getting Started with ChatGPT
- Content Scheduling
- Analysing Content Performance

3 **SOCIAL MEDIA MARKETING**

Set up a dynamic social media presence and unlock the potential of social media marketing for your business. Dive deep into the marketing capabilities of the core platforms and master tactics for growing and engaging an audience on social media. Unleash powerful paid social campaigns and learn how to extract data from the platforms' native analytics tools to elevate your social commerce game.

Topics covered include:

- Influencing the Consumer Journey Using Social
- How Do Social Media Algorithms Work?
- Key Social Media Platforms: Facebook, WhatsApp, and Instagram
- Key Social Media Platforms: Twitter (X) and LinkedIn
- Key Social Video Platforms: YouTube and TikTok
- Setting Up a Social Media Experience for a Business
- Sustaining a Social Community
- Engaging an Audience Using Social Media
- Five Key Steps for Creating a Social Campaign
- Social Commerce Channels

4 **SEARCH ENGINE OPTIMISATION (SEO)**

Explore the nuances and intricacies of SEO and learn how search engines and SERPs work. Unlock the power of a strategic SEO, from keyword research best practices to the three pillars of success – technical, on-page, and off-page optimisation.

Measure SEO wins with precision as you track keyword rankings, organic traffic, and website conversions. And stay ahead of the curve with insights into free and paid SEO tools while exploring the transformative impact of AI on SEO tasks.

Topics covered include:

- How Do Search Engines Rank Pages?
- Search Engine Results Page (SERP)
- How to Conduct SEO Keyword Research
- Technical Optimisation
- Page Experience Ranking Signal
- Google Search Console
- On-Page and Off-Page Optimisation
- Free SEO Tools
- AI Tools for SEO
- ChatGPT for SEO

5 **PAID SEARCH (PPC) AND DISPLAY ADVERTISING**

Unlock the power of pay-per-click (PPC) advertising, capturing active consumers searching for information, products, or services. Dive into the expansive landscape of digital display and video advertising, designed to raise brand awareness and generate interest. Explore the distinct benefits each strategy offers while discovering the synergy of using them together for a comprehensive digital marketing strategy.

From fundamental principles to hands-on optimisation in platforms like Google Ads, master the art of effective budgeting, strategic bidding, and compelling ad creation. Explore the Google Display Network, tapping into the potential of YouTube and display ads with new AI features and campaign types.

Topics covered include:

- PPC Keyword Research
- Budgets and Bidding in Google Ads
- Creating a PPC Campaign
- Display and Video Advertising
- GDN, AI, and Performance Max
- Display and Video Ad Formats
- Targeting for Demand Generation
- Remarketing for Display and Video Campaigns
- Paid Search Metrics and Reports
- Search, Display, and Video Campaign Optimisation

6 **EMAIL MARKETING**

Deep dive into email marketing and explore key tools and techniques enabling you to unlock the power of automation to streamline your campaigns. Optimise every aspect of your email campaigns, from subject lines to layout, and learn how to overcome delivery challenges.

Topics covered include:

- Email and Omnichannel Marketing
- Email Marketing Legislation and Regulations
- CRMs
- Marketing Automation
- Email Marketing Workflows and Benefits
- Email Subject Lines and Copy
- Email Design and Images
- Email Campaign Delivery Challenges
- A/B Testing for Email Optimisation
- Optimising Email Campaign Performance

7 **PROFESSIONAL SKILLS FOR DIGITAL MARKETERS**

Well-honed professional skills as well as digital and technical skills are key to success as a digital marketer in today's ever-changing working environment. But what are these essential professional skills?

Drill into project management techniques, foster innovation with agile thinking, enhance creativity, and sharpen strategic thinking skills. From time management to problem-solving and persuasion skills, elevate your professional toolkit for personal and business success.

Topics covered include:

- Seven-Step Framework for Managing Projects
- Using the “Test and Learn” Approach
- Applying the Agile Concept of the “MVP”
- Generating New Ideas
- Removing Barriers to Creativity
- Skills for Effective Problem Solving
- Benefits of Strategic Thinking
- Saving and Creating Time
- Strategies for Effective Communication
- Persuading an Audience

8 **WEBSITE OPTIMISATION AND ECOMMERCE**

From portfolio websites to lead generation and user-centred design to eCommerce, dive into the structures and activities that define online success. Understand the critical role the buyer's journey and UX play in shaping effective websites and providing an optimised platform aligned with business goals. Use metrics to capture, track, and measure website activity and to evaluate and optimise performance.

Topics covered include:

- Build Your Online Presence
- How to Design a Website
- Website Optimisation and the Buyer's Journey
- Main Pages of a Website
- Design Principles
- UX and UI
- eCommerce Solutions
- eCommerce Marketplaces
- Website Metrics
- A/B Testing for Website Optimisation

9 **ANALYTICS WITH GOOGLE ANALYTICS 4 (GA4)**

Reveal the power of website and app data with GA4. Master the fundamentals while navigating legal responsibilities and best practices for data collection, consent, and privacy. Learn to set up and configure GA4, harnessing AI-enhanced features to analyse performance and customer conversion journeys, and monitor digital campaigns with precision.

Topics covered include:

- Google Analytics 4 (GA4) Fundamentals
- Analytics, Data Privacy, and Protection
- GA4 Account Set-Up
- Linking GA4 to Other Tools
- Types of GA4 Events
- Advanced Custom Events in GA4
- Key GA4 Reports
- UTM Tracking with URL Builder
- Real-Time Data in GA4
- Audiences in GA4

10

DIGITAL MARKETING STRATEGY

From using research insights to guide channel choice, messaging, and personas to setting actionable objectives and measurable KPIs, and developing a creative strategy that engages your audience, learn how to plan and execute a winning digital marketing strategy. Discover how to develop effective budget plans, ensuring maximum ROI for all of your digital endeavors.

Topics covered include:

- Marketing Today
- Strategy and Return on Investment (ROI)
- Thinking Critically About Research
- Digital Audit
- Strategy and Forecasting
- Developing a Marketing Brief
- Creative Brief
- Working with an Agency
- Using a Media Plan
- Delivering a Campaign Action Plan



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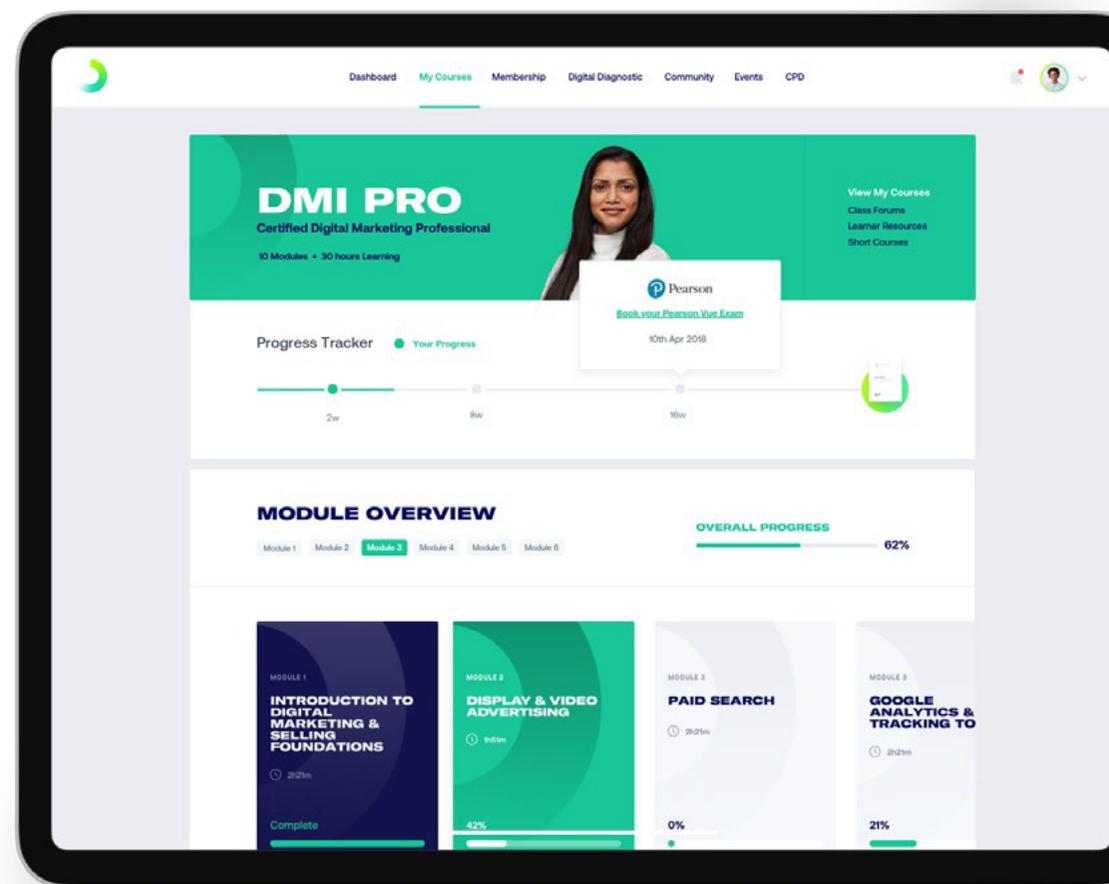
HOW WILL I LEARN?

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

- Short courses take you where you want to go fast - learn Analytics, GA4, Content Marketing, UX and CX Essentials, Email Marketing, Website Optimisation, PPC and AI's impact on marketing, and Graphic Design
- Learn Analytics, Content Marketing, GA4, UX and CX Essentials, Email Marketing, Website Optimization, PPC, AI's impact on marketing, and Graphic Design Bite-sized lessons (10-20 minutes)
- Highly interactive with chances to practise everything you learn
- Practical live classrooms each month on the latest trending topics and updates to platforms
- New practical exercises, reflections and up-to-date 'Extend Your Learning' content

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

We live our promise of new and relevant. 'No point learning new stuff in tired old formats' - our dynamic learning platform is what they talk about when they talk about immersive. Get a smooth, seamless learning experience across desktop, mobile and tablet.



Our immersive learning platform **MY DMI**



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CERTIFICATION AND BEYOND

The course ends. Your new life begins.

But first comes **The Test**. Yes, it's an assessment but not as you know it. The Test is punchy, focussed and dynamic. It happens via a screen (of course). Questions come in different formats including text-based multiple choice; image-based multiple choice, matching and drag and drop formats.

Want to test out your skills first? Try out the practice exam. With 100 questions in 90 minutes, it's the ideal way to get you ready for the real thing.

You can take **The Test** anywhere in the world; everybody gets the same experience. It lasts 120 minutes, and afterward (fingers crossed) you are never quite the same. You are a new kind of marketer, a **DMI Certified** digital animal ready to thrive in the digital jungle.

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.



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INFORMATION ABOUT THE CDMP CERTIFICATION EXAM

Participants who desire to gain Certified Digital Marketing Professional (CDMP) from the DMI to prove globally respected qualification as a Digital Marketer need to take an international exam offered by the DMI. The exam is delivered through the Pearson VUE test center network around the world, including Vietnam.

Exam eligibility:

To be eligible to take the exam, participants must complete at least 30 hours online training on the system and complete the exercises of 10 Modules. Participants can register for the exam within 08 months (limit of 3 attempts).



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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**.

They're the people driving change. 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 our **DMI community**. Working with the Champions means we can guide you towards an even brighter future.

DMI'S

GLOBAL INDUSTRY ADVISORY CHAMPIONS

Google

Coca-Cola

HubSpot

IBM

MobileMonkey

Microsoft

Meta

DRIFT

Direct Line Group

Lucidchart

LinkedIn

The Economist

abra

bitly

AccuWeather

terminus

TopRank Marketing

sky

X

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



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**.

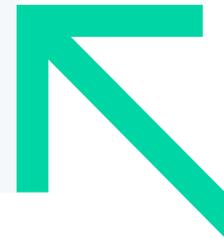
DMI SPRINTS effective-straight-away-learning short courses in Analytics, Content Marketing, GDPR, UX Essentials, CX Essentials, Graphic Design.

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





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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

∞ Meta

sky

The
Economist

HubSpot

**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.





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