



Digital
Marketing
Institute

Part of the
BPP Education
Group

digitalmarketinginstitute.com

Digital Marketing Institute University Partnerships



The Challenge

Research from the Bill & Melinda Gates Foundation shows that while confidence in the value of a college degree declined in 2023, confidence in the value of job training and professional licensing programs went up. This means that higher education is going through a period of evolution and it's up to universities and colleges to ensure a degree is a good investment by equipping students with the skills required (theoretical and practical) by the modern labour market to boost their employability. A partnership with the Digital Marketing Institute can help you bridge the skills gap and prepare your students for the workforce.

In working with over 150+ educational institutions in the past 15 years, our experience tells us that universities want programs that make their graduates stand out. We help these institutes address the global digital skills gap. Students are eager to get the digital capabilities they need to transform their career opportunities. Our educational partners want programs that provide industry-relevant skills, giving their students digital know-how and increasing their employability upon graduation.

How can a DMI Certification fast-track your career?

€11k

Get rewarded

Graduates who said they got a salary increase (74%), got €11k (22%) increase on average.**

44%

Get Promoted

of graduates got a promotion within 12 months after completing their certification. 73% of those who were promoted credit DMI Certification for their promotion.**

87%

Be More Employable

of employers globally say that they are more likely to hire candidates with a DMI Certification on their CV.*

The Solution:

How do you keep your curriculum relevant in an ever-evolving digital world? Our DMI University Partnership Program allows you to update your marketing curriculum with ease and get students certified by global authorities in digital marketing.

DMI Accreditation

Provides your graduates with dual certification. Your faculty can gain access to a large library of industry-validated curriculum to complement, supplement, and update your existing programs. Students and staff gain access to our membership platform with a subscriber base of over 360,000 members and includes contributions from the foremost subject matter experts in digital marketing. Finally, your students will become industry certified, giving them an edge in an increasingly competitive jobs market.

DMI Continuing Education

DMI can give your course portfolio the edge in continuing & professional education. We have a wide variety of industry-validated programs which can be delivered or sold as stand-alone certifications to meet the needs of all student skill sets and profiles. You can support your students with instructor-led delivery, synchronously, asynchronously online, or through a blended methodology. You can also resell our programs and leave the delivery up to us. We can get you up and running quickly with whatever delivery method best suits your faculty and students best.



Why us?

DMI is the global standard in Digital Marketing certification. We are the global professional membership body for the industry, with over 300,000 members across six continents. Our mission is to partner with educational institutions that are committed to providing the best education to advance careers and enhance digital knowledge to address the global digital skills shortage.

DMI Global Industry Advisory Council (GIAC)

- We work with over 30 representatives through our Global Industry Advisory Council, representing some of the world's leading brands including, Google, Facebook, X and LinkedIn.
- The DMI [Global Industry Advisory Council](#) reviews, validates, endorses, and contributes to our curriculum. We pride ourselves on having the most relevant, up-to-date, industry-aligned content, providing students with practical and employable digital marketing skills determined by the industry experts.
- The Global Industry Advisory Council also contributes towards our comprehensive skills and certification framework, designed to meet the demands of the industry at every level.

DMI Courses are co-developed with the Global Industry Advisory Council to equip students with in-demand skills employers want.



Courtney Sembler
Senior Manager
Hubspot



Olivia Kearney
Global Marketing Manager
Microsoft Advertising
Microsoft



Brian Lavery
Head of Shopping Ads
(UK & IE) Google
Former Managing Director,
Europe, AccuWeather



Neil Patel
Founder
Neil Patel Digital

Industry Recognition

Our Certified Digital Marketing Professional (CDMP) is the most widely taught digital marketing certification program globally with over 75,000 certified students to date. The program is updated annually and we are currently on Version 11.

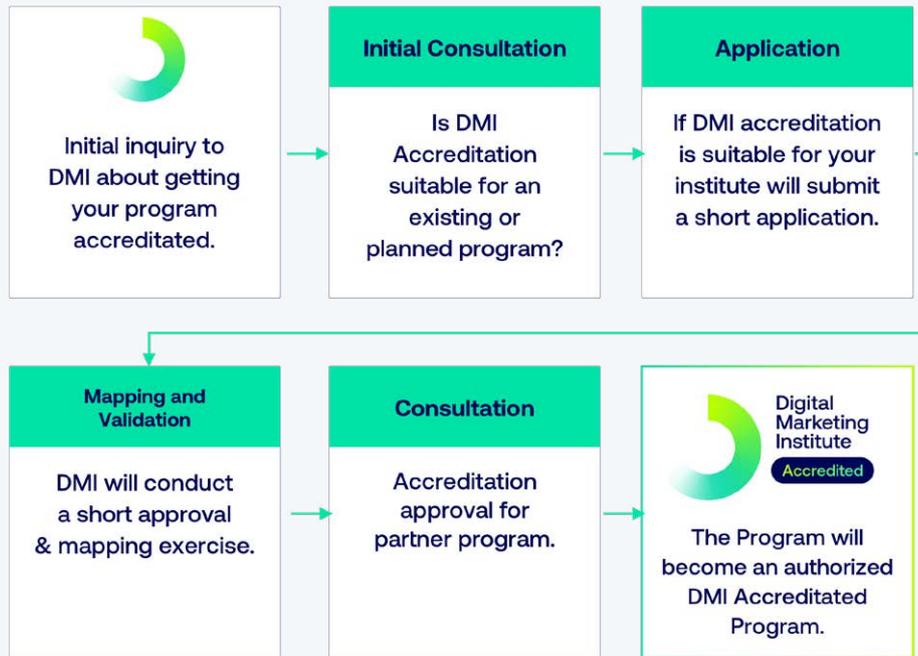
- Our core certifications go through a rigorous credit rating and quality assurance process with the Scottish Qualifications Authority, ensuring that we follow a strict higher education pedagogy to meet the requirement of higher education standards.
- Our membership platform includes contributions and insights from the world's leading subject matter experts in digital marketing while also offering a space for students & professionals to connect with one another. These resources help students implement their learning and prepare for real-world work environments.
- Our certification is recognized by the world's leading employers, giving your graduates the edge in employability.

The worlds biggest learning brands partner with DMI

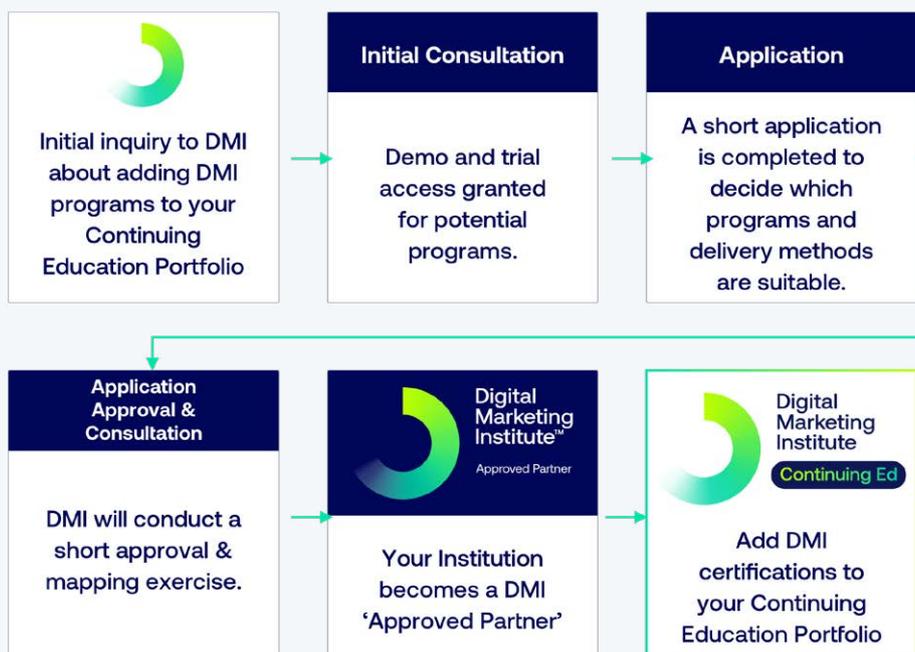


How?

DMI Accreditation



DMI Professional Education





Digital Marketing Institute

Part of the BPP Education Group

You're in Good Company



Benefits

Accreditation

- Gain access to a comprehensive library of industry-validated learning resources (online and classroom), ensuring that your program remains cutting edge.
- Boost the profile and value of your degree programs to attract students and drive enrolments.
- Increase student satisfaction with an in-demand and relevant certification along with the wide range of benefits afforded to a DMI Member.
- Improve student employability. Provide graduates with a recognized, industry-aligned certification in a subject area that is high in demand.



87%

of employers globally say that they are more likely to hire candidates with a DMI Certification on their CV

92%

of Students said that DMI added value to their overall degree

“Differentiates me from other people when applying for jobs, while doing the course it gave me a more hands on experience in digital marketing.”

DMI Partner Student at University of Northampton

Source: Value of DMI Certification Survey to Partner Students 2024

Continuing Education

- Add our certification programs to your continuing education portfolio with ease. We have a program to meet the requirements of every digital marketing student profile, no matter how experienced or inexperienced they are.
- We have a model to meet your department's requirements, whether you wish to deliver our programs through instructor-led delivery or resell our programs for an on-demand asynchronous learning experience.
- Kick-off with our streamlined, on-demand, and account-managed On-Boarding process. We will support you every step of the way from agreement to activation and beyond. Our account management team is here to help you get set up and begin enrollments.
- Enhance brand awareness through partnership and association with the DMI. We set the global standard in digital marketing certification.



90%

of students said they are more likely to enroll in a program that includes industry micro-credentials as part of a university or college degree.

“It had a positive impact on my job search process by increasing the chances of being recognised by my recruiters.”

DMI Partner Student at Zayed University

Source: Value of DMI Certification Survey to Partner Students 2024

Microcredentials

Equipping your students for the future of work

Today's future workers (i.e. your students) value employability and want an education that offers them relevant and instantly applicable skills. Alternative credentials (such as micro-credentials and certificates) offer a way for universities and colleges to offer relevant and up-to-date course content that provides key skills and industry experience.

With a range of over 18 short courses, these microcredentials in **AI, Social Media, Data & Analytics and more** are the perfect addition to your University programs.



Source: DMI Universities AI Survey 2024 & Coursera Microcredentials Impact Report 2024

So What's Next?

By partnering with DMI, your institution can close the gap between industry and academia, ensuring your curriculum is relevant and providing students with industry certifications that enhance their employability.

87%

of employers globally say that they are more likely to hire candidates with DMI Skills Certification on their CV.*

94%

say it added practical digital marketing experience to their degree.**

92%

said it added value to their overall degree.***

*Chief Marketing Officer Survey, 2024 **Survey of Students and Graduates from DMI Partner Universities, 2022 ***Value of Certification to Students & Graduates Survey, 2024

To explore what a DMI University Partnership could do for your students, please contact:

partnerships@digitalmarketinginstitute.com



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