

DMI x AMA

STAND OUT WITH TWO RECOGNIZED CERTIFICATIONS



Digital
Marketing
Institute™

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AM>
AMERICAN MARKETING
ASSOCIATION

- Now, our US based students can get a dual certification that's recognized by the **American Marketing Association (AMA)**. Students undertaking the DMI PRO will also receive a PCM Digital Marketing Professional Qualification as well. **Boost your career. Be Proud.**

1 PCM® Digital Marketing (AMA)

+1 Certified Digital Marketing Professional (DMI)

= 2 Dual status is now yours.

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 partnered with the **American Marketing Association (AMA)** to provide a **Dual Certification** 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.

- Our goal is to address the growing digital skills shortage by helping individuals from across the globe up-skill and kick-start their digital marketing career.
- We continuously work with industry leaders, such as Google, Facebook, LinkedIn and IBM, to validate course content, identify global trends, skills framework and competencies. We enable continued learning through the Membership platform for all our graduates and members.
- We have over 27,000 certified students across 100+ countries and we are looking to expand our global Partner network to support our rapid growth.

WHAT'S IN IT FOR ME?



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A dual-certification with the DMI x AMA allows you to:

- Get the skills you need to speak loud and clear to the right audiences.
- Tell the world what you know and what you can do - your **Dual DMI and AMA Certification** acts like a magic key. Doors will open.
- Travel well between different opportunities and countries. The world is your oyster.
- Align your certification with other qualifications across the globe.
- Gives you powers you may not even understand yet. Get ready to unleash awesome potential throughout your career. It's all yours to play for.



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DMI x AMA

- As the largest community-based marketing association in the world, AMA is trusted by marketing and sales professionals to help them discover what's coming next in the industry. The AMA has a community of local chapters in more than 70 cities and 350 college campuses throughout North America. The AMA is home to award-winning content, PCM® professional certification, premiere academic journals, and industry-leading training events and conferences.
- For more information about the AMA visit www.ama.org or follow us at [@AMA_Marketing](https://twitter.com/AMA_Marketing)

