

DMA Certified Marketing Professional™ (DCMP) Program

Course Type

Online

OR

In-person* & Online

Course Duration

90 minutes per online module (*17 total modules*)

3-day *Direct Marketing Institute* (in-person)* + 7 online modules

Overview

Whether your focus is direct mail or print advertising, email marketing, mobile marketing or social media, expert know-how and skills are your #1 requirement. In this comprehensive program, you'll get in-depth, step-by-step instruction from today's top experts. To complete the DCMP, you'll choose between an in-person seminar* or ten 90-minute online modules, take an additional seven advanced modules, then pass a certification exam covering all that you've learned.

You'll learn how to attract and keep new customers through all media channels that fall under the direct marketing umbrella. And you'll come away with cutting-edge techniques to build your brand, create a truly integrated marketing effort, and increase your revenue.

DMA'S Unique DCMP Program gives you

- 360° knowledge of all marketing media and techniques
- Practical skills to create and implement online and offline marketing campaigns
- Effective multichannel marketing strategies that work
- Social media know-how to best use Twitter, Facebook, mobile apps and more

Step 1: Fundamental - choose your path

[Direct Marketing Institute](#) (in-person seminar)* OR

10 online modules

1. An Introduction and Overview of Direct Marketing
2. Offers and Propositions
3. Fundamental Copywriting and Creative Strategies
4. Direct Mail Campaigns
5. Email Marketing
6. Research and Testing in Marketing
7. Marketing Metrics
8. Relationship Marketing
9. Database Marketing
10. Digital Marketing: Web and Search

Step 2: Advanced Modules

7 online modules

1. Advanced Marketing Metrics
2. Advanced Database Marketing
3. Advanced Email Marketing
4. Social Media Marketing
5. Mobile Marketing
6. Retail and E-Commerce
7. Business-to-Business Marketing (B2B)

Step 3: Certification Exam

Achieve your DCMP when you complete the certification assessment that concludes the program.

Instructors

For more information, see individual course PDFs or visit <http://www.dmaeducation.org/about-dma-education/>

*Note: DMA Member benefit applies only to online DCMP course.