

Act Now

and receive **20% off**
when you pay for
the entire program
upfront!

DMA
Certificate
in Direct Marketing



“ Earning a DMA Certificate gave me the knowledge I needed to jump start my career. Now I run the meetings and make the decisions. ”

**Gain the skills you need to
maximize your work performance
and give your career a boost!**

- Sharpen your direct marketing skills
- Integrate cutting-edge tools and trends into your business
- Enhance your career growth and potential

DMA[®]
Direct Marketing Association

www.dmacertificate.org



DMA Certificate in Direct Marketing

There is nothing more valuable to your future, or the future success of your organization, than keeping up-to-date on the most recent marketing information. The marketing industry moves fast; it is imperative to your career to keep up. That's why we created **DMA's Certificate in Direct Marketing**, a professional program designed to broaden and update your knowledge on all aspects of direct marketing. This program, sponsored by DMA, is recognized worldwide and allows you to choose from a wide variety of intensive, highly acclaimed DMA seminars, taught by prestigious instructors throughout the United States. Enroll today and take control of your career!

Why Enroll in This Program?

There are many reasons to enroll, including the desire to:

- Stay current in your field
- Justify a promotion
- Explore a new career
- Train your staff
- Launch a new business
- Expand your marketing expertise

The Direct Marketing Credential and Its Additional Benefits

Upon completing the four seminar courses, participants will receive DMA's Certificate in Direct Marketing. As an alumni, you will receive a **lifetime 10% discount** on all DMA training seminars.

The Program is extremely flexible: The two required courses and the two elective courses can be spread over 18 months to accommodate a demanding work schedule. The 18-month period begins when application is approved.

Who Should Participate

DMA's Certificate Program is designed for those who are currently working in, or are responsible for:

- Advertising
- Catalog Marketing
- Database Marketing
- Direct Mail
- Email Marketing
- Marketing
- Marketing Communications
- Public Relations
- Others who want to enter the field of direct and interactive marketing

Faculty Leaders

DMA's Certificate Program seminars are taught by accomplished, world-class professionals who use case studies, team projects, and competitive analysis to present an array of learning experiences that will impact your on-the-job performance. These professionals come from Fortune 500 companies and are skilled trainers, established professors, and high-profile executives who are experts within their fields.



“ As a manager, it's important that my team stays current and understands our business. By enrolling them into DMA's Certificate Program, I know that they are gaining the knowledge and skills that are needed for our company. ”

Program Courses

REQUIRED SEMINARS (Both courses are required)

Direct Marketing Institute (www.dmadminstitute.org) In an in-depth, 3-day course for beginners. You will understand the basics of direct marketing. It is also a great refresher for experienced direct marketers who want to sharpen their skills, expand their expertise, and update their knowledge.

Database Marketing (www.dmadatabase.org)

CHOOSE YOUR LEARNING FORMAT — IN PERSON OR ONLINE

A 2-day in-person seminar that looks at how database marketing enables marketing departments to effectively integrate their efforts with information technology, quantitative analysis, finance, and merchandising. Many other educational sources teach you only certain facets of database marketing. This is the only seminar that links them all together.

Online: This interactive online seminar features the same powerful information presented in our in-person Database Marketing Seminar. Enjoy the benefits of learning this valuable material at your own pace — when it's most convenient for you!

ELECTIVE SEMINARS (Only one elective may be chosen per category — two are required)

ANALYTICS:

Direct Marketing Math & Finance (www.dmamath.org) You'll learn how to calculate all the critical measures of response and profitability. In addition, this course will examine some of the special arithmetic that applies to B-to-B: lead generation and conversion, continuity marketing, and catalog item sales.

Statistics & Modeling for Direct Marketers (www.dmastatistics.org) Learn how to better understand and evaluate direct marketing statistics techniques and truly make informed decisions about your critical marketing practices.

CREATIVE:

Advanced Copywriting: The Fine Points of Writing (www.dmaadvancedcopy.org) You'll learn how to improve your diction, sentence structure, imagery, coherence, and description, and how to avoid unnecessary repetition. You'll also learn to elevate your style and enhance your persuasiveness.

Creative Direct Marketing Strategies (www.dmacreatedmstrategies.org) Learn how to focus on creative strategy, without which you could produce a direct mail piece or advertisement that is well-written, artfully designed, and beautifully executed, but fails in the marketplace.

Secrets of Copywriting: Fundamentals for Direct Marketing

(www.dmacopywritingsecrets.org) We use exercises, case studies, and real-life examples to help streamline your copy and get the results YOU want — in print and online — improving both immediate response and lifetime value.

INTERACTIVE:

Comprehensive Email Marketing Strategies (www.dmaemail.org) This concentrated seminar will teach you how to develop winning email marketing strategies for acquiring and retaining valuable customers in a world revolving around new legislative restrictions and spam blockers.

NEW **Web Marketing: Design. Navigation. Analytics. Understanding the Big Picture**

(www.dmawebmarketing.org) Get a comprehensive view of what's working in Web marketing — from the technical design of the site — through creative and SEM content development — to analytics and measurement. Based on years of research and results, this course offers clear direction for both the marketer and the programmer, and presents the time-tested action steps each can take to boost Web site ROI.

or call 212.768.7277, ext. 1478.

