Digital Marketing Institute × WEB GRUPPEN

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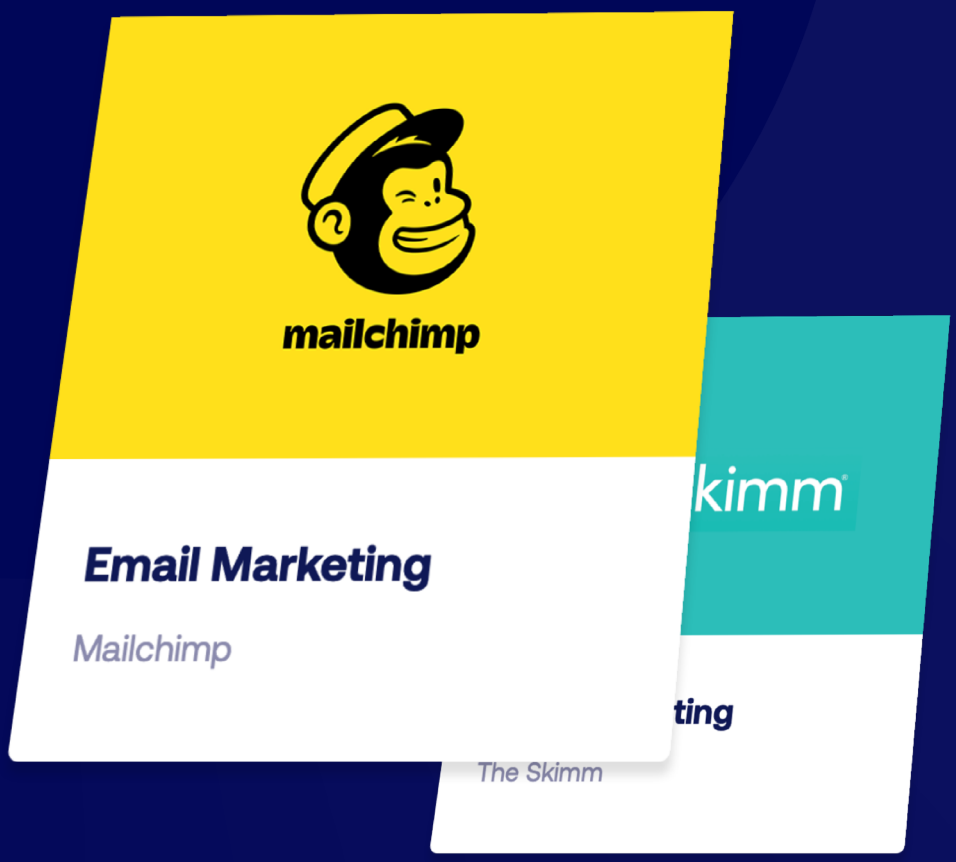
Brand New Short Courses

DMI TRACKS

Email Marketing



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Interested in developing your email marketing skills even further? Are you ready to take the next step in improving your career capabilities?

Why not open doors to new opportunities with our **Email Marketing DMI Tracks.** This brand new short course is tailor made for those who are already working in a Email Marketing position, but are eager to master their skills for an evolving digital world.

What It's All About?

You're probably wondering, what are DMI Tracks? They are designed to deliver **Just-in-Time learning** and digital readiness for students and professionals alike. Our Tracks consist of specialized bite-sized lessons, complete with interactive learning tools that target competency and readiness for those in specific digital marketing roles and disciplines. They focus on upskilling and providing performance support for people in digital marketing roles who want to be on top of their professional game.

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How are DMI Tracks Different?

DMI Tracks are not like your average course. In fact, they're much different. They contain a broad variety of interactive tools to suit all learning styles. Each DMI Track is bursting with the latest industry insights, expert driven case studies and best practices, quick reads, webinars, presentations, downloadable tools and much more. DMI Tracks content can be consumed in any sequence, and they're designed to deliver learning in short bursts. Varying between 8-12 hours, each DMI Track will award you an Associate Certification.

Each course includes:

- Cutting Edge Content
- Interactive Learning
- Performance Support and 'Readiness'
- Quick Reads
- Toolkits and Templates
- Soft Skills
- Relevant Technical Skills

Who Is It for?

The Email Marketing DMI Track is aimed at:

- Email Marketing Specialists and Executives
- CRM Managers
- Email Marketing Managers
- Direct Marketing Managers
- Marketing Managers
- Digital Marketing Managers
- Head of Digital
- Digital Account Managers

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Content Outline

Here's what you can expect when you enroll in our Email Marketing DMI Tracks:

Courses	Length	Access & Mem.	Exam Info	Award	CPD Eligible
Email Marketing	9.5 hrs	12 Weeks & 6 Months Mem.	60 Min Online Exam (40 Questions)	CDMA	Yes

How Does is Work?

DMI Tracks are facilitated by self-directed learning. Right from the moment you enrol, you're connected to a world of opportunities. DMI Tracks give you the chance to learn online, at your own pace. 24/7. Any time. Anywhere. Want to learn and upskill as your needs and ambitions change? Stay tuned into the hive mind of new insight with access to our 24/7 online DMI Tracks classrooms.

What's Next?

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