

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 data-driven 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 multi-channel marketing strategies that work
- Social media know-how for Twitter, Facebook, mobile apps and more

Step 1: Fundamentals - choose your path

10 online modules

1. [Offers, Value Propositions and Calls-to-Action](#)
2. [Creative Copywriting](#)
3. [Direct Mail Campaigns](#)
4. [Email Marketing](#)
5. [Data-Driven Analytics & Testing](#)
6. [Fundamental Measurement](#)
7. [Relationship Marketing I](#)
8. [Database Marketing](#)
9. [Web and Search Engine Marketing](#)
10. [Social Media Marketing](#)

OR

Step 2: Advanced Modules

7 online modules

1. [Advanced Measurement](#)
2. [Advanced Database Marketing](#)
3. [Advanced Email Marketing](#)
4. [Teleservices](#)
5. [Relationship Marketing II](#)
6. [Data Governance](#)
7. [Mobile Marketing](#)

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

Step 3: Certification Exam

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

Instructors

For more information, see individual course page.

Keeping Your DCMP Certification Valid

Within a year of your certification, take 10 [continuing education units](#) (CEUs) to keep your certification valid and up-to-date. You can choose from webinars, live online courses, in-person courses, conference sessions, or additional online modules to complete your units.

Visit <https://www.thedma.org/ceus> for more information on staying certified, CEU values, and for updates on new and upcoming courses that are credit eligible.

Registration Rates

DMA member \$1,499

Non-member \$2,499

