



Digital  
Marketing  
Institute

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THE UNIVERSITY OF VERMONT  
**PROFESSIONAL AND  
CONTINUING EDUCATION**

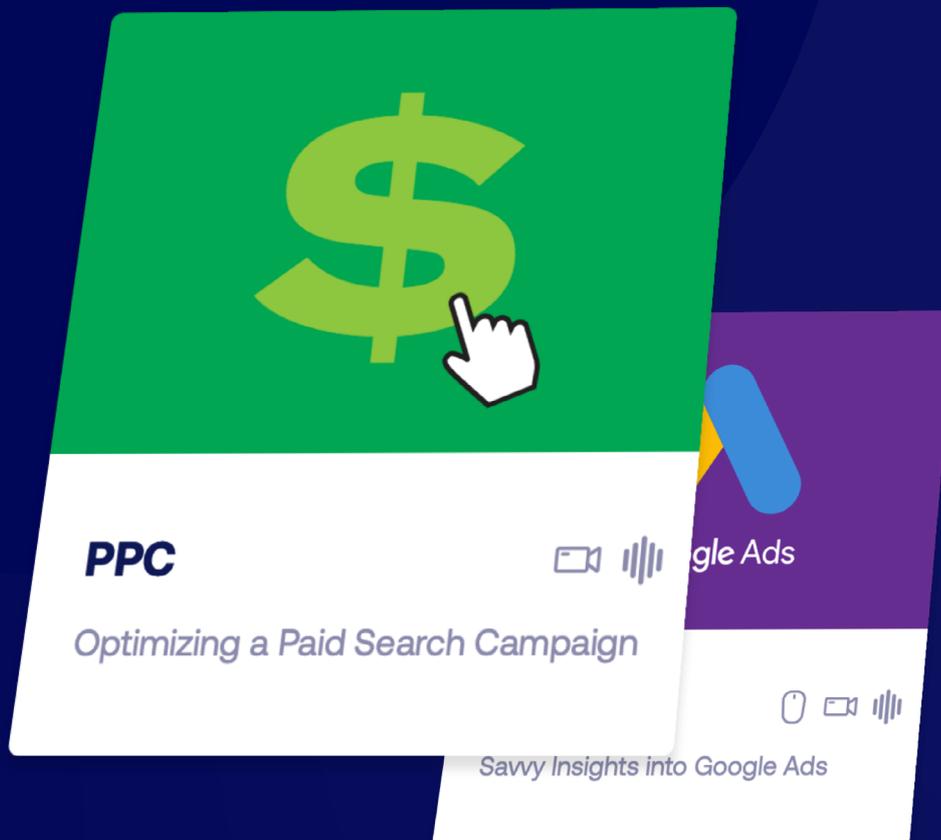
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Brand New Short Courses

DMI

**TRACKS**

PPC



[go.uvm.edu/dmspecialist](https://go.uvm.edu/dmspecialist)

Interested in developing your PPC 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 **PPC DMI Tracks**.  
This brand new short course is tailor made for those who are already  
working in a PPC 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.

## 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 PPC DMI Track is aimed at:

- PPC Search Specialists, Search Analysts, SEM Specialists and Analysts
- PPC Search Managers & Head of PPC Search
- Head of Digital
- Digital Marketing Managers
- Digital Account Managers
- Sales Directors

## Content Outline

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

Courses	Length	Access & Mem.	Exam Info	Award	CPD Eligible
PPC	9hrs	12 Weeks & 6 Months Mem.	60 Min Online Exam (40 Questions)	CDMA	Yes

## How Does it 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?

[go.uvm.edu/dmspecialist](https://go.uvm.edu/dmspecialist)

Call 800.639.3210

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