

Frequently Asked Questions



THE DMA CERTIFIED MARKETING PROFESSIONAL™ PROGRAM

THE NEW GLOBAL STANDARD FOR DIRECT MARKETING EDUCATION

How much does the program cost?

There are two ways to pay:

Save 15% when you purchase 16 modules at once

DMA member price: \$2,599

Non-member price: \$2,899

Certification and Testing Fee is included in Total Package. (\$250 value)

or pay as you go:

DMA member price: \$189/module

Non-member price: \$219/module

Certification and Testing Fee: \$250

Can I pick and choose the modules or are they being offered in a specific order?

Once you commence the Direct Marketing Fundamental e-learning course a new module will be made available to you **every 7 days**. The delivery of the fundamental and advanced modules is staggered to ensure you get adequate time to complete each module, thoroughly review the education materials and implement the learnings in your workplace.

The fundamental modules need to be completed prior to commencing the advanced modules unless you have previously completed the 3-day in-person Direct Marketing Institute seminar, in which case you may immediately progress to the advanced modules.

Are there any prerequisites to commencing the DMA Certified Marketing Professional™ Program?

There are no prerequisites for the **DMA Certified Marketing Professional™** Program. The course is intended to cater to all levels of learning from fundamental to intermediate. The Program is designed for progressive learning and allows participants to progress at their own pace through the course materials.

How do I get certified and what courses and/or tests do I need to take?

To begin your program, you are required to complete 10 fundamental modules of learning taken through the 10-module Direct Marketing Fundamental e-learning course or the 3-day in-person Direct Marketing Institute seminar. Then, take four online e-learning modules to fulfill advanced email, web, database, and math and finance requirements and choose two electives, taken either online or in-person at select DMA conferences and events. After all coursework is completed, you will take a diagnostic test online. Upon passing the exam you will become a **DMA Certified Marketing Professional™**. Check website for updates and event listings.

How will this certification be recognized within the industry?

The **DMA Certified Marketing Professional™** Program is a new credential in the marketing industry. It is an international standard recognizing professional excellence that transcends borders.

How much time does it take to complete the program?

How long is each module?

This depends on the approach.

Online: Each module takes 2 hours to complete the interactive learning section with approximately 2-4 hours to complete the required reading for each module, a little longer for the advanced modules.

Blended = 3 x day in-person course with 6 additional modules. Each additional module takes two hours to complete the interactive learning section with approximately 4 hours to complete the required reading for each module.

How is the testing done?

The test is taken online. It is a diagnostic and psychometric test that covers all the core aspects of the course (fundamental and advanced modules; not the elective subjects).

If I've previously attained a DMA "Certificate in Direct Marketing" will I automatically become a DMA Certified Marketing Professional™? Can I get a new certificate from the DMA that identifies me as such? If not, is there something I can do to qualify?

Next steps for Certificate in Direct Marketing alumni and participants will be decided on a case-by-case basis. If you were or are currently enrolled in the Certificate in Direct Marketing program, please contact Michelle Tiletnick at milettnick@the-dma.org or 212-768-7277 ext. 1633 for more information.

How can I find out more about the testing, modules and the structure of the program?

For more information regarding the **DMA Certified Marketing Professional™** Program contact us at dmacertification@the-dma.org or 212.790.1500.

Are there in-person courses I can take or is everything done online?

The 16-module **DMA Certified Marketing Professional™** Program can be taken entirely online or participants can opt for a blended approach, consisting of both face-to-face and online learning. You can choose to take the first 10 modules in the program either in-person (at the 3-day Direct Marketing Institute seminar) or online (through the Direct Marketing Fundamental e-learning course). The four advanced email, web, database, and math and finance module requirements must be taken online. The two elective requirements are chosen from a wide array of select online modules, webinars and/or concurrent sessions at a conference.

If I have already taken the 3-day Direct Marketing Institute seminar, can that count towards this certification?

To find out whether any of your past DMA in-person seminars or e-learning courses can be counted towards the **DMA Certified Marketing Professional™** Program, please contact us at dmacertification@the-dma.org or 212.790.1500.

Where can I find information on locations and dates for the 3-day in-person Direct Marketing Institute seminar if I decide to take the blended learning approach?

To find information on locations and dates for the 3-day Direct Marketing Institute seminar, please visit <http://www.the-dma.org/seminars/basic/registration.shtml>

REGISTER NOW

www.dmaeducation.org
or call 212.790.1500