



**Digital
Marketing
Institute**

Part of the
BPP Education
Group

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AMERICAN MARKETING
ASSOCIATION

DM PRO

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Certified Digital Marketing Professional

AMA Professional Certified Marketer PCM in Digital Marketing

Syllabus version 10.0

Michael Goeden
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This qualification has been
SCQF credit rated by SQA

scqf
scottish credit and
qualifications framework