



Digital  
Marketing  
Institute  
Part of the  
BPP Education  
Group

Approved Partner

أكاديمية الفيصل العالمية  
Alfaisal International Academy ALFAC



NEW & UPDATED

# DMI Pro

Get a Professional Diploma in Digital Marketing  
Comprehensive • 28 Hours • Study Online

Under the guidance of Global Industry Advisory Council including

Google ∞ Meta HubSpot LinkedIn IBM Microsoft

[alfac.edu.sa](http://alfac.edu.sa)





Digital  
Marketing  
Institute  
Part of the  
BPP Education  
Group

Approved Partner

أكاديمية الفيصل العالمية  
Alfaisal International Academy ALFAC



# CDMP Certificate

- Internationally recognized certification + AI course.
- Endorsed and fully supported by the HRDF.
- Endorsed by Technical and Vocational Training Corporation.
- Leaders from world-class companies like Google, Meta, IBM, and Hubspot guide the program.
- Access the world's largest on-demand digital marketing library, featuring 2,000+ premium resources, practical toolkits, and templates to apply your knowledge.
- The certificate has a proven track record of accelerating career growth.

# How will I learn with ALFAC & DMI?

- Online training with a certified instructor.
- A 360-degree learning environment for you, which is called MYDMI.
- Interactive content via the MyDMI platform with chances to practice everything you learn.
- Short courses take you where you want to go fast - learn Analytics, Content Marketing, GA4, UX and CX Essentials, Email Marketing, Website Optimization, PPC, AI's impact on marketing, and Graphic Design. Bite-sized lessons (10-20 minutes).
- Practical exercises, reflections, and up-to-date 'Extend Your Learning' content.
- Unlock the Power of AI in Digital Marketing with the Exclusive AI Bundle Offer.



alfac.edu.sa



Digital Marketing Institute  
Part of the BPP Education Group

Approved Partner

أكاديمية الفيصل العالمية  
Alfaisal International Academy ALFAC



# CDMP Package



4 weeks of online training.



4 days a week - 2 hours per day.



Six-month membership.



Free AI course.



1 online exam



1. Digital Marketing in the Era of AI
2. Content Marketing
3. Social Media Marketing
4. SEO (Search Engine Optimization)
5. Paid Search (PPC) and Display Advertising
6. Email Marketing and Automation
7. Essential Soft Skills for Digital Marketers
8. Web Optimization, eCommerce, and Social Commerce
9. Analytics with Google Analytics 4 (GA4)
10. Digital Marketing Strategy

## 6900 SR

Including VAT



Digital  
Marketing  
Institute  
Part of the  
BPP Education  
Group

Approved Partner

أكاديمية الفيصل العالمية  
Alfaisal International Academy ALFAC



# Ready to Get Started?

[alfac.edu.sa](http://alfac.edu.sa)

Call. +966 55 045 3361

Call. +966 53 464 2455

Call. +966 55 574 4916

[z.alsaadi@alfac.edu.sa](mailto:z.alsaadi@alfac.edu.sa)