

Sophia Girls College, Ajmer

FREQUENTLY ASKED QUESTIONS (FAQs)

On

Digital Marketing Ireland (DMI)

1. What is DMI?
The Digital Marketing Institute is the global certification standard in digital marketing and digital selling education.
2. Is DMI qualification internationally recognized?
To date, over 20,000 people in 115 countries have studied with the Digital Marketing Institute, making it the most widely taught digital certification standard in the world. Universities, colleges, training companies and employers in over 90 countries now implement certifications from the Digital Marketing Institute's Certification Framework.
3. What is the benefit I get if I do Digital Marketing course in this college/ how it is different from other institutes?
 - In house training
 - Saves time
 - Saves money
 - No external examination for DMI Exams
4. Why one should do Digital Marketing along with graduation?
 - Students can pursue this along with their graduation because its flexible examinations make this qualification more attractive.
 - Students pursuing Digital Marketing can earn a Member status.
 - DMI has huge job opportunities in India and abroad with high pay scales.
5. Is DMI valid in India?
Yes, it is approved by many employers in India and abroad. Even Big and medium size Indian companies also approve the qualification. There are colleges and Universities conducting this programme since many years.
6. Who can join this course & what is the eligibility criteria?
Any student from any stream can join the course (Arts, Commerce & Science) there is no eligibility criteria.
7. What are the subjects/papers in DMI qualification?
 - Digital Marketing & Essentials
 - Digital Strategy & Innovation
 - Digital Channels & Experience
 - Digital Marketing Professional

8. When and where I can write DMI exam?

There are no external examination for DMI.

9. Who will train us?

ISDC will train all the students with a delivery time of 200 hours in total.

10. What are the different job roles will I get after completing DMI?

- Marketing Executives, Managers, Senior Management
- IT Managers
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

11. What are the difference fee components of DMI?

Please refer to the attached document.

12. Is there any hidden pricing other than mentioned in the students hand out?

DMI fee is as per the discretion of DMI and is subject to change.
For fee please refer to the attached document.

13. If I have any queries regarding the course whom should I connect?

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