

CERTIFIED DIGITAL MARKETING ASSOCIATE CAREER PATHWAY

Certified Digital Marketing Associate (CDMA) Career Pathway



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BEFORE GRADUATION

Milestone 1



Accomplishment: Enrolment into the 3-year student membership of the Digital Marketing Institute (DMI).
Details: anytime from Year 2 of HCT Bachelor of Marketing Program

Outcome: 3-year initial DMI student membership.



Milestone 2



Outcome: Upon successful completion of the HCT Bachelor of Marketing degree, HCT sends the list of graduating students to the DMI who then issue a Certified Digital Marketing Associate qualification.

Accomplishment: Completion of HCT Marketing program courses validated by the DMI.
Details: Completion of 120 credits in total including mapped and validated courses namely: Digital Marketing Essentials; Digital Tools & Techniques; Search Engine Marketing; Social Media Marketing; AI in Marketing and the Digital Marketing Capstone (or their equivalents in the old HCT Bachelor of Marketing program).



AFTER GRADUATION

Milestone 3

Outcome: Various specialized digital marketing certificates available depending on students' areas of interest.



Accomplishment: Students who successfully complete the Bachelor of Marketing degree and have been awarded the Certified Digital Marketing Associate qualification can continue their 3-year student membership and enroll (at their own additional cost) for the Digital Marketing Professional certificate or other specialized certificates such as Digital & Social Media Professional.

Details: Graduates from the HCT Bachelor of Marketing degree who hold the CDMA qualification can further enroll for other higher level Digital Marketing Institute courses.



Milestone 4

Accomplishment: At the end of the 3-year initial student DMI membership, students can elect to continue the DMI membership by signing up to the DMI Professional membership at their own cost.

Details: Students sign up for the Digital Marketing professional Membership after the elapse of their student membership.

Outcome: Professional membership gives students access to a wealth of digital marketing resources and additional DMI certifications as part of their continuing professional development.



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JOB OPPORTUNITIES

Holders of the HCT Bachelor of Marketing degree and the DMI certification can typically go for any of the following job opportunities:

- Digital Marketing Associate / Executive / Specialist
- Social Media Associate / Executive / Specialist
- Content Marketing Associate / Executive / Specialist / Manager
- Marketing Associate / Expert / Executive
- Digital Account Executive / Manager
- Account Executive / Manager
- Marketing and Communications Executive / Manager
- Sales Executive / Manager
- Brand Executive / Manager
- Online Marketing Executive / Manager
- Marketing Project Executive / Manager
- Customer Insights Executive / Manager
- Sales Specialist / Executive / Manager
- E-Commerce Executive / Manager



HCT PROFESSIONAL CERTIFICATIONS/QUALIFICATIONS LEVELS

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|--------------------|---|
| HCT Level 1 | Certificate from Professional Body accrediting the Body of Knowledge covered as part of the aligned HCT Course(s) and/or Assessment(s). |
| HCT Level 2 | Certificate from Professional Body accrediting the accomplishment of external Assessment(s), as part of the aligned HCT Course(s) Assessment(s) Strategy. |
| HCT Level 3 | Certificate from Professional Body accrediting the accomplishment of external Assessment(s), following additional Course(s) to HCT Curriculum. |
| HCT Level 4 | Certificate from Professional Body accrediting obtaining Professional status in the field through experience. |

