

THE NEW

# CDMC

**Certified Digital Marketing Consultant**

The new Certified Digital Marketing Consultant (CDMC) training and accreditation from the Radio Advertising Bureau is completely redone as a comprehensive course covering the fundamentals of digital through the latest digital marketing opportunities.

The training consists of a 20 online classes with video instruction, workbooks, handouts, and a final exam. Over a dozen digital experts contributed to the content; many are featured in the videos.

The content includes:

- Descriptions of the most popular digital ad products
- Typical internal systems to achieve maximum digital sales
- An inside look at what Interactive buyers want
- Digital pricing models
- Lists of benefits to include in your proposals when presenting digital
- Ideas for selling streaming, mobile, social, and other digital products
- Programmatic buying

Learner comprehension is measured with a quiz following each class and a final exam. Managers receive progress reports on each participant for each class. Participants are awarded the CDMC designation with successful completion of the program.

RAB Members who currently have earned CDMC or CDMC 2.0 may take the updated course and achieve an updated certificate at special rates.

For more information on CDMC, visit [www.rab.com](http://www.rab.com) and the training link or contact RAB Member Response at 800-232-3131, [MemberResponse@RAB.com](mailto:MemberResponse@RAB.com). Jeff Schmidt, SVP Professional Development, direct line - 972-753-6765 or email: [jschmidt@rab.com](mailto:jschmidt@rab.com).

