

# CDMC

## Certified Digital Marketing Consultant

The 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.

For more information on CDMC, visit [www.rab.com](http://www.rab.com) and the training link or contact Kim Johnson, Director of Sales at 972-753-6759, or email: [kjohnson@rab.com](mailto:kjohnson@rab.com).

