

Accreditation

Professional Diploma in Digital Marketing

The Digital Marketing Institute is the global certification body for Digital Marketing education. Our syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification. The Professional Diploma in Digital Marketing is also approved and credit rated by the Scottish Qualifications Authority at Level 8 on the Scottish Credit and Qualifications Framework (SCQF), and is comparable to Level 5 on the European Qualifications Framework.

Postgraduate Diploma in Digital Marketing

The Postgraduate Diploma in Digital Marketing is also approved and credit rated by the Scottish Qualifications Authority at Level 11 on the Scottish Credit and Qualifications Framework (SCQF), and is comparable to Level 7 on the European Qualifications Framework.

Masters in Digital Marketing

The Customised Award, Research Diploma in Digital Marketing was developed by The Digital Marketing Institute and is certified and quality assured by SQA as a Customised Award. This Award has been credit rated by SQA at level 11 on the Scottish Credit and Qualifications Framework (SCQF) with 180 points. SCQF level 11 corresponds to level 7 on the European Qualifications Framework (EQF). Digital Marketing Institute is approved to offer the above qualification.

Currently we have 4 awards available for students as they progress through our Masters programme. The Masters programme consists of 2 course streams. We take our accreditation very seriously as our business model is based on growing into a global accreditation body for digital marketing. We offer both industry validated and academic accreditation across all programmes.

Right now the Digital Marketing Institute is accrediting digital marketing programmes in over 15 countries across 4 continents through different education partners such as the London School of Marketing (London), Vega Business School (South Africa) and NIIT (India) with the number set to increase to 40 countries by the end of 2014.

Accreditation

Key: Professional Diploma in Digital Marketing Accreditations

Postgraduate Diploma and Masters in Digital Marketing Accreditations

European Frameworks Qualifications Framework (EQF)	Qualifications and Credit Framework England/ Northern Ireland (QCF)	Credit and Qualifications Framework for Wales (CQFW)	Scottish Credit and Qualifications Framework (SCQF)	The National Framework of Qualifications for Ireland (NFQ IE)
8	8	8	12	10
7	7	7	11	9
6	6	6	10	8
5	5	5	8	6
4	3	3	6	5
3	2	2	5	4
2	1	1	4	3
1	E3	E3	3	2
	E2	E2	2	
	E1	E1	1	