



AMERICAN
UNIVERSITY
OF BEIRUT

Mediterraneo

morgan
beyond professional education



Digital
Marketing
Institute™
Approved Partner

PROFESSIONAL DEVELOPMENT DIGITAL MARKETING AND MANAGEMENT



FROM DIGITALIZATION TO EXCELLENCE

DIGITAL MARKETING AND MANAGEMENT FOR PERSONAL AND BUSINESS SUCCESS

"Our commitment to academic excellence and market relevance is perfectly embodied in this professional development program. The DMI certification offers individuals and organizations the opportunity to gain professional-level knowledge to drive business and career impact."

— *Alain Daou, Dean, Faculty of Business*



PROGRAM OVERVIEW

This Professional Development Program in Digital Marketing and Management at AUB Mediterraneo is an intensive 10-week program. It equips participants with state-of-the-art knowledge and skills to succeed in today's digital marketplace.

The program includes the globally recognized Certified Digital Marketing Professional (CDMP) curriculum from the Digital Marketing Institute (DMI), enhanced with applied modules in management, strategy, and AI-driven marketing.

KEY TOPICS COVERED

AI-Driven Marketing
and Management

Marketing and
Management Analytics

Search Engine
Optimization (SEO)

E-Commerce
and Social Media
Management

Digital Marketing
and Management
Strategies

WHAT MAKES THIS PROFESSIONAL DEVELOPMENT PROGRAM DISTINCT

- Full access to CDMP learning materials from DMI
- Delivered and tailored by DMI-certified instructors
- Diverse guest lectures and mentorship from AUB Mediterraneo faculty and industry leaders
- Access to AUB Mediterraneo resources, events, and networking opportunities
- A blend of theoretical knowledge and real-world practical applications



BENEFITS TO PARTICIPANTS

- Earn a Certificate of Completion from AUB Mediterraneo
- Receive the Certified Digital Marketing Professional credential from DMI (upon completion of the exam)
- Develop future-ready marketing and management expertise
- Gain hands-on, applied experience with real-world case studies
- Network with fellow participants, AUB Mediterraneo faculty, and industry leaders



BENEFITS TO EMPLOYERS

- Upskill employees with future-ready expertise
- Strengthen in-house marketing and management capabilities
- Develop adaptable talent capable of driving digital transformation
- Build new business opportunities and valuable industry networks

"By anchoring industry-standard tools within our own advanced strategy and AI-driven marketing modules, we are shaping the next tier of strategic managers. This approach equips participants with the precise analytical skill sets required to command today's complex digital ecosystems."

— *Yaozhi Zhang, Assistant Professor of Marketing, Faculty of Business*



ABOUT AUB MEDITERRANEO

Located in Pafos, Cyprus, AUB Mediterraneo is a twin campus of the American University of Beirut (established 1866). It combines AUB's academic heritage with a European setting, offering internationally recognized programs grounded in quality, relevance, and impact.



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