

The Ultimate Guide to Choosing the Best Digital Marketing Course

digitalmarketershq.com/best-digital-marketing-course/



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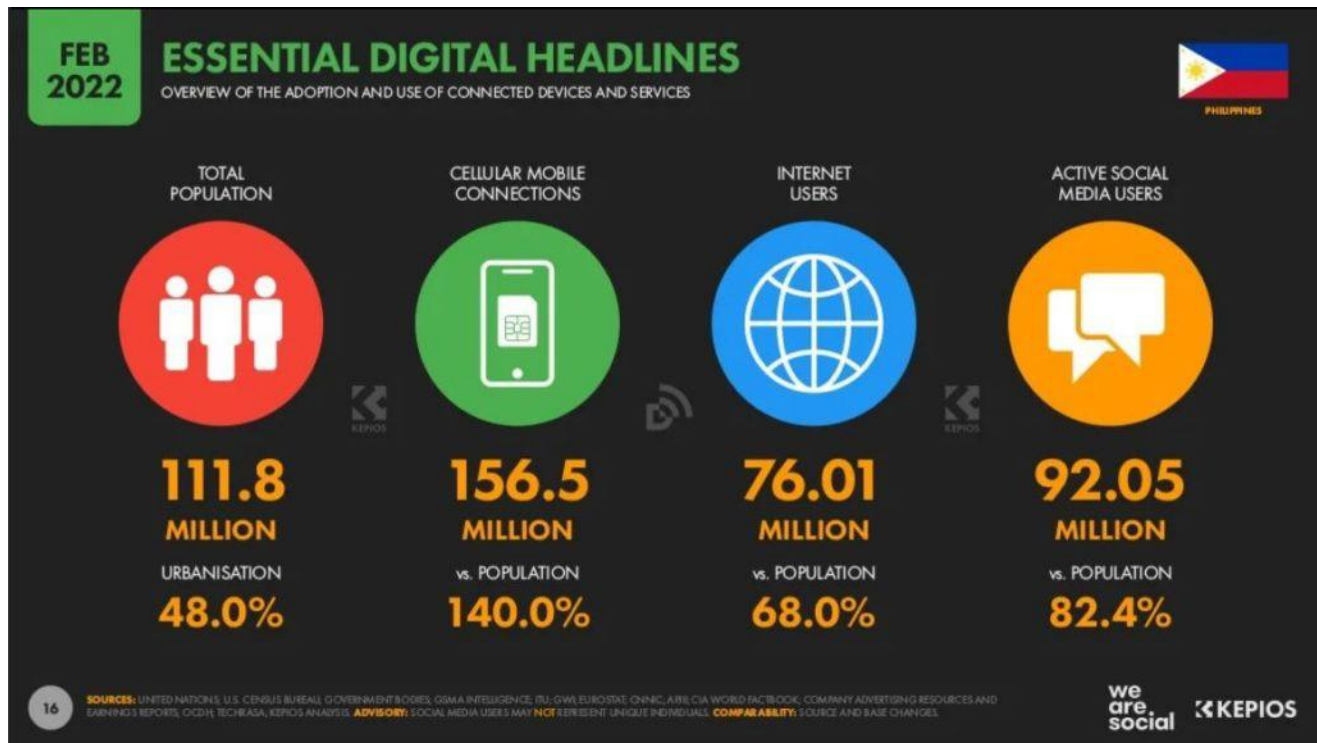
Are you looking for a [digital marketing course in the Philippines](#)? You're on the right page! We know how hard it is to choose the best [digital marketing training](#) with all the options available out there. We prepared this ultimate guide to help you make the right decision.

Digital marketing continues to grow as more people and businesses go online. The [global market for digital advertising and marketing](#) is projected to reach \$7.8 billion by 2026, growing an average of 13.9% per year. [In the Philippines](#), the digital advertising market will hit \$1.2 billion in 2022 and expect to grow to \$1.5 billion in 2026.

That's because there are 5.2 billion Internet users in the world or two-thirds of the global population. From 2000 to 2022, Internet usage skyrocketed by 1,355%!

Around 76 million Filipinos out of our population of over 111 million are using the Internet. This means almost seven out of 10 Filipinos are Internet users. Another estimate is that the number of Internet users in the Philippines is already 91 million.

Not only do most Filipinos use the Internet, but the Philippines is also among the top two countries that spend the most time on the Internet and social media!



7 out of 10 Filipinos are Internet users

What Are the Most In-Demand Digital Marketing Skills?

So, what do all these statistics mean to you?

The explosive growth of digital marketing and Internet usage in the Philippines and most countries in the world can only mean two things:

- There is a huge demand for digital marketing skills.
- There is an enormous market for digital marketing and e-commerce.

A Look at Marketing Occupations represented in NAMER

Fastest Growing Occupations (YoY Growth)

1. Media Coordinator
2. Search Manager
3. Social Media Coordinator
4. Search Engine Marketing Manager
5. Media Manager
6. Marketing Analyst
7. Search Specialist
8. Email Marketing Specialist
9. Search Engine Optimization Analyst
10. Digital Media Manager

Most In-Demand Occupations (By Volume of Job postings)

1. Digital Marketing Specialist
2. Digital Account Executive
3. Social Media Manager
4. Digital Marketing Manager
5. Copywriter
6. Marketing Associate
7. Account Supervisor
8. Marketing Assistant
9. Digital Strategist
10. Marketing Manager



Hottest digital marketing jobs

According to a report from LinkedIn, the top 5 most in-demand digital marketing jobs are:

1. Digital marketing specialist
2. Digital account executive
3. Social media manager
4. Digital marketing manager
5. Copywriter

And the top 5 fastest-growing digital marketing jobs are:

1. Media coordinator
2. Search manager
3. Social media coordinator

4. Search engine marketing manager
5. Media manager

Monster.com revealed the top 10 most popular digital jobs in the Philippines:

1. Digital marketing manager
2. Content manager/strategist
3. Virtual reality editor/developer
4. SEO/SEM specialist
5. Analyst
6. UI/UX designer
7. Email marketer
8. Social media manager
9. AI specialist
10. Brand manager

The Digital Marketing Institute listed the countries with the highest demand for digital marketing skills, and the Philippines is among them:

1. Canada
2. India
3. United States
4. United Arab Emirates
5. Australia
6. Ireland
7. Philippines
8. United Kingdom

As you can see, digital marketing offers an exciting and high-growth career opportunity. It is one of those skills that every organization needs, whether it's a company, government agency, or non-profit.

And if you are a freelancer, consultant, sales professional, or entrepreneur, you will need digital marketing skills to grow your business.

However, you need specific digital marketing skills to get hired and succeed online.

The problem is there is a huge skills gap in digital marketing. A study of 7,000 marketers showed a lack of skills and proficiency in data analytics, content marketing, social media marketing, mobile marketing, SEO, e-commerce, digital strategy, online advertising, and usability. That is almost all areas of digital marketing!

What about you? Do you have industry-level, world-class skills in most, if not all these areas of digital marketing? You can take our free digital skills test to see if you are up to par with peers around the world.

Why Enroll in a Digital Marketing Course?

You should enroll in a [digital marketing course in the Philippines](#) if you are any of these:

#1: You are a traditional marketer.

While you have a lot of experience in marketing, it's mainly traditional marketing, such as advertising, PR, and brand management. This is great! But with the world rapidly shifting to digital, you need to keep up with the times.

#2: You are a beginner.

If you are a fresh graduate with no work experience, even if you took up marketing in college, you should enroll in a [digital marketing course](#). This is one thing these universities do not teach – or do not teach enough.

#3: You are a career shifter.

It is possible you don't like your job or where your career is going. And if you find that your interests and abilities are leaning towards digital marketing, then you need to get [digital marketing training](#) to make sure you build the skills required in the job market.

#4: You are an entrepreneur, freelancer, or sales professional.

You are your own boss. Whether you work solo or have a small team of employees, you know most of your customers are online. And if you want to reach out to them where they are, you need to know the right way to do it. Boosting your Facebook posts is not enough!

#5: You are a digital marketer.

Surprised? Even if you already have experience in digital marketing, you can't possibly know everything. If you are a specialist in social media or SEO, that's even clearer – there are definitely many other areas you don't know. And if you are to grow in your career and ensure your skills are aligned to global standards, you should take up a digital marketing course.

Take our free digital skills test

Are your skills up to par with global standards?

[Take the 15-min. test](#)

Where Can I Study Digital Marketing in the Philippines?

With the popularity of digital marketing, there are now plenty of alternatives where you can take up a digital marketing course in the Philippines. Wondering which one offers the best digital marketing training? Here are your options on where to study digital marketing in the Philippines:

Undergraduate schools

Colleges and universities are not the first things you think of when it comes to digital marketing training. In the Philippines, there are hundreds of colleges that offer a degree in marketing. But their curriculum is based largely on traditional marketing. In fact, most do not even have a single subject on digital marketing! The few that do is just that: a single subject or an elective.

Options:

- **CIIT College of Arts and Technology.** This college has a short specialist program in digital marketing, but it's not a college degree.
- **De La Salle-College of Saint Benilde.** It has a Diploma in Strategic Digital Marketing with five modules, which you can take separately. This is a continuing education program, not a college degree.
- **University of Asia and the Pacific.** Its Integrated Marketing Communication (IMC) undergraduate program has a subject and an elective in digital marketing.
- **University of Sto. Tomas.** It has three units of e-commerce and Internet marketing consisting of two hours of lecture for its major in marketing management.

The top-tier national universities like the University of the Philippines, Ateneo de Manila University, and De La Salle University do not have a college course, subject, or elective in digital marketing.

Best for: those who are just entering college and want a career in traditional advertising, PR, or brand management

DE LA SALLE COLLEGE OF SAINT BENILDE

- Module 1: Strategic Marketing Dynamics
- Module 2: Marketing Mix: Traditional and Digital
- Module 3: Digital Marketing - Customer Centric Approach
- Module 4: Digital Strategy Roadmap and Analytics
- Module 5: Digital Advertising

DIPLOMA IN STRATEGIC DIGITAL MARKETING

Focused on higher level marketing process, Strategic Digital Marketing helps individuals, managers and digital marketers adapt in an evolving business environment as competition, customer preferences, market forces and technology dramatically change.

The course provides full understanding on Digital Marketing from Engagement to Experience in the Digital Age to empower participants into a Digital Experience Mindset. It discusses practices, principles and frameworks relevant to customer insight, organizational development and behavior, product development, as well as User Experience Design.

[REGISTER](#)

De La Salle-College of Saint Benilde's School of Design and Arts (SDA) offers digital marketing modules

Graduate schools

ASIAN INSTITUTE OF MANAGEMENT SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING

LIVE ONLINE

POSTGRADUATE CERTIFICATE IN DIGITAL MARKETING

6 MONTHS

AIM has a PG certificate in digital marketing

There are a few more options for digital marketing post-graduate programs in the Philippines. Of course, you need to have a college degree before you can apply for a post-graduate course. Unfortunately, these graduate programs in marketing only have one subject in digital marketing. Digital marketing programs offered by grad schools are not equivalent to a master's degree. They are just certificate programs as part of their continuing education for professionals.

Options:

- **Ateneo de Manila University Graduate School of Business.** Its Center for Continuing Education (CCE) offers a short course in digital marketing. You get a certificate of completion, which can be credited if you are enrolled in their Marketing Diploma Program.
- **De La Salle Graduate Degree Program.** You can take up a Master of Marketing Communications, which covers subjects in marketing and advertising with three units of e-marketing.
- **Miriam College Graduate Program.** It has a Master of Arts in Integrated Marketing Communication, which includes a course in interactive and web marketing.
- **Asian Institute of Management.** AIM tied up with Emeritus for its Postgraduate Certificate in Digital Marketing. This is part of its School of Executive Education and Lifelong Learning, so you will get a certificate, not a master's and post-graduate diploma.

Best for: those who are working professionals who want an alternative to an MBA or a short certificate course, and not a post-graduate diploma or master's degree, in digital marketing

Online learning platforms

E-learning has boomed over the years, thanks to its convenience and affordability. Online learning platforms likewise have grown in popularity. They host hundreds of online courses on a wide range of topics that learners can choose from. Most offer an online certificate upon completing a course, but these are not recognized by employers or universities. They are not impressive enough to include in your resume!

Options:

- **Udemy.** It has thousands of courses in digital marketing priced cheaply. These are taught mostly by individuals.
- **Skillshare.** Instead of paying for individual courses, there's a monthly membership. There are hundreds of digital marketing classes from individual course creators.
- **LinkedIn Learning.** Formerly Lynda.com, it is also subscription-based. The nice thing about the platform is it suggests learning paths for a specific job.

Best for: those who want cheap and quick online courses for their own use and don't need digital marketing skills to get hired

Marketing Courses

Courses to get you started

Most popular New Trending

 <p>Copywriting - Become a Freelance Copywriter, your own... Len Smith, Sean Kaye 4.2 ★★★★★ (2,695) P1,890 Bestseller</p>	 <p>Social Media Management Eric Schwartzman 4.3 ★★★★★ (3,274) P799</p>	 <p>Digital Marketing: The Ultimate Guide to Strategic Marketing Oxford Learning Lab 4.2 ★★★★★ (1,218) P3,990</p>	 <p>How to Market Yourself as a Coach or Consultant Debbie LaChusa 4.7 ★★★★★ (934) P4,490 Bestseller</p>	 <p>Google Ads for Beginners Corey Rabazinski 4.4 ★★★★★ (3,666) P3,290</p>
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Udey has thousands of cheap courses

MOOCs

coursera Explore What do you want to learn? Online Degrees Find your New Career For Enterprise For Universities Log In Join for Free

Browse > Business > Marketing

Digital Marketing Strategy and Planning Specialization

Drive Digital Marketing Strategy. Place digital strategy at the heart of your business and learn all the core skills required to think, lead, and execute in a digital world.
★★★★★ 4.6 115 ratings

Digital Marketing Institute [+1 more instructor](#)

Enroll for Free Starts May 28 Financial aid available

6,153 already enrolled

Offered By Digital Marketing Institute

About How It Works Courses Instructors Enrollment Options FAQ

WHAT YOU WILL LEARN

- ✓ How digital, social, and mobile technology are changing consumer behavior and expectations to present new challenges and opportunities for businesses
- ✓ How digital research and social listening tools and tactics can provide insights into a business's audience and competitors

-  **Shareable Certificate**
Earn a Certificate upon completion
-  **100% online courses**
Start instantly and learn at your own schedule.

Coursera partners with reputable institutions like DMI

Massive Open Online Courses (MOOCs) are free or paid online courses offered usually in partnership with universities. While they are free to enroll in, you need to pay to get a certificate as proof that you completed the course. Also, the topics covered are often broad and high-level and not as practical and hands-on as paid programs.

Options:

- ♦ **Coursera.** One of the most well-known MOOCs, it offers a few certificate programs in digital marketing, including a digital marketing strategy course from the Digital Marketing Institute (DMI). But Coursera's courses do not carry university credit.
- ♦ **edX.** Another popular MOOC with university partnerships, it offers free short courses and paid professional certificates in digital marketing. These are not college degree programs.
- ♦ **FutureLearn.** It offers digital marketing courses from universities and companies using a paid subscription model. DMI also has a short basic course here.
- ♦ **Simplilearn.** More expensive than its competitors, its focus is on IT and project management certifications. But it also has post-graduate programs in digital marketing in partnership with Purdue University.

Best for: those who want to learn for free or pay an affordable monthly subscription for courses from reputable institutions but don't need a degree or a professional certification to show to employers

Vendor training programs

Just like with IT certifications from Cisco, IBM, and AWS, Internet companies like Google and Meta offer their own certification programs. They are vendor-specific, meaning they are designed for using their platform. Most of them do not offer paid, proctored exams, so are not as credible as professional certifications.

Options:

- ♦ **Google Digital Garage.** Google offers a range of free online courses focused on digital advertising and analytics. These are available on its platform and through online course platforms like Coursera, FutureLearn, and Udacity. It also has a certification for "Fundamentals of digital marketing" which, while broad in scope, is pretty basic.
- ♦ **Meta Blueprint.** Formerly Facebook Blueprint, Meta has free online courses focused on advertising on Facebook and Instagram. It also offers longer and more rigorous Meta Certifications with proctored exams, which you have to pay for.
- ♦ **HubSpot Academy.** Known for popularizing inbound marketing, HubSpot offers free short courses and certification courses in digital marketing. You get a certificate once you pass their online, non-proctored exam.

Best for: those who prefer to specialize in only one area of digital marketing, such as search marketing or Facebook and Instagram marketing

Local training companies

The screenshot shows the website for Inventive Media. At the top, there is a navigation bar with links for Home, About Us, Services, All Courses, Our Clients, Testimonials, News, Careers, Gallery, and Contact Us. There are also buttons for Promos and Schedule. The main content area features a large banner with the text 'DIGITAL MARKETING FUNDAMENTALS' and several icons representing digital marketing concepts like a laptop, a magnifying glass, a document, a calendar, and a speech bubble. Below the banner, there are three tabs: Overview, Course Fee, and Schedules. The course details are presented in four columns: Class Setup (Online / Virtual), Duration (Sessions: 2 Days, Time: 9:00am - 7:00pm (20 Hrs)), Coverage (Basic to Intermediate), and Unlimited Sit-ins (Finish the course and get unlimited refresher classes (Validity: 1 year)).

Inventive Media has basic courses on digital marketing

Some training companies offer digital marketing courses. In the Philippines, these are local training providers that have expanded their courses to include digital marketing. As they are not educational institutions or international certification providers, they do not offer a rigorous syllabus or have the brand name to impress employers.

Options:

- ♦ **Inventive Media.** Offering courses in programming, graphic design, and web development, it also has a few courses on digital marketing.
- ♦ **Six Sigma PH.** It started as a training provider in quality management, it also offers courses in project management and digital marketing.

Best for: those who want a more affordable program and do not need an industry-recognized certification

Professional certification providers

They are the most credible alternative for a digital marketing course since they are vendor-agnostic, meaning they are not attached to a single platform, and they offer the most comprehensive curriculum and rigorous testing.

Options:

- ♦ **Digital Marketing Institute.** Considered the gold standard in digital marketing certification, DMI has more than 200,000 members worldwide and is the most recognized internationally.
- ♦ **OMCP.** An industry association, it offers professional certifications in digital marketing through a network of course providers, such as Simplilearn and MarketMotive.
- ♦ **CDM.** Formerly E-Learning Edge and IIDM, CDM is a local training provider that offers its own certifications starting in the Philippines and has expanded its regional footprint.

Best for: those who are serious about getting professional-level digital marketing training with an industry-recognized certification

The screenshot shows the DMHQ website header with the logo, a search bar, and navigation links. Below the header, the main content area features the text "ABOUT THE DIGITAL MARKETING INSTITUTE" followed by the headline "The Global Leader in Digital Marketing Certification". A paragraph below states: "The Digital Marketing Institute (DMI) is the global standard in digital certification, with over 165,000 members in 115 countries. DMI works with Learning Curve Inc. under its DMHQ brand to deliver its digital marketing courses in the Philippines." Below this text are four statistics presented with icons: 115 Countries where DMI is available (globe icon), 165,000 Members all over the world (head with brain icon), 88 Education Partners worldwide (group of people icon), and 19+ Courses available online (document with graduation cap icon). A small URL "https://digitalmarketinghq.com" is visible in the bottom left corner of the screenshot.

DMHQ runs DMI's digital marketing courses in the Philippines

Check out DMI's courses here

DMI is the global standard in digital marketing certification

Browse our courses

Free, Cheap, Mid-Range, or Premium: Which is Better?

Now that you know the wide range of options available for a digital marketing training course in the Philippines, you may be wondering if you should just go for a free or cheap digital marketing course. There are pros and cons to free and paid programs:

Free Digital Marketing Courses Online

It is true you can learn digital marketing for free. There are thousands of free videos on digital marketing from content creators on YouTube. There are hundreds of blogs on digital marketing you can read for free. And of course, there are MOOCs that let you audit courses for free and just charge you for the certificate.

Pros:

- ♦ It's a no-brainer – why pay when you can learn for free?
- ♦ Many have useful and practical content that you can learn from.

Cons:

- ♦ You are not likely to get hired because you watched YouTube videos or free courses. Most companies require formal education through a college degree or certification program.
- ♦ They don't follow a global standard and standard curriculum recognized by the industry. Most free videos, blogs, and courses are created by individuals who may be good at what they do but do not have academic or industry credentials.

Cheap Digital Marketing Courses Online

A step up from free and affordable online digital marketing courses. These are usually from e-learning platforms that host and promote courses on a variety of topics from independent course creators.

Pros:

- ♦ They're cheap. You pay around \$10 per course. Some charge a reasonable monthly subscription fee for unlimited courses.
- ♦ Many also have pretty good content from experienced digital marketers.

Cons:

- ♦ They won't impress employers. Imagine applying as an accountant or programmer and all you can show in your resume is a Udemy certificate of completion. You won't be taken seriously.
- ♦ As they are created by individuals, there really is no syllabus that's industry-validated or updated. So, you don't know if you're getting the most relevant content.

Mid-Range Digital Marketing Courses Online

This is the domain of local training companies and grad schools offering short courses on digital marketing. They're not cheap but they're not very expensive either.

Pros:

- ◆ There's a training provider or educational institution attached to the course, so there's a degree of credibility.
- ◆ It's a more formal type of training, which is what employers look for.

Cons:

- ◆ The curriculum is usually developed by one or two subject matter experts, so these programs are not industry-validated.
- ◆ They will give you a certificate. They may call it a certification but it's not. It's just a certificate of completion, so it does not carry the same weight as a real professional certification.

Premium Digital Marketing Certification Courses Online

This is the highest level of training and certification for digital marketing. They are often developed and issued by an industry association or educational institution.

Pros:

- ◆ They are the most credible kind of professional credentials that employers look for as they are recognized by the industry.
- ◆ They follow a more rigorous syllabus and more comprehensive curriculum than other providers of digital marketing training.

Cons:

- ◆ The course fee can be pricey. It makes sense because they offer more value and credibility.
- ◆ They are less flexible as you need to take all modules instead of choosing your own. This is expected since they are certification programs, which means you will be assessed on your knowledge on a wide range of subjects.

Which is the best option?

As you can see, there are pros and cons to each kind of digital marketing course. It does not mean only one kind matters and the rest are not. They are not mutually exclusive. It all depends on your goals:

- ♦ **If money is an issue:** start with free or cheap digital marketing training programs.
- ♦ **For more structured, formal kind of training:** mid-range certificate and premium certification programs are better options.
- ♦ **If you just want to learn some skills for your own business:** go for the free or affordable online courses.
- ♦ **To increase your chances of getting hired or finding clients:** get a professional certification in digital marketing.

What Courses Do I Need for Digital Marketing?

There are as many digital marketing courses as there are digital marketing skills. Do you want to be a generalist or a specialist? There are three general types: foundational, specialist, and advanced.

Digital Marketing Institute™ x DMHQ
Approved Partner Courses, Careers, Resources

DMI PRO

Become a Certified Digital Marketing Professional

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google Coca-Cola facebook sky The Economist HubSpot

DigitalMarketersHQ.com

Foundational digital marketing courses

These cover the widest range of topics, usually covering most if not all digital marketing fields. They are designed for beginners and intermediate-level professionals. However, not

all digital marketing courses were created equal. You should ensure that the course includes at the minimum these topics.

- ♦ Content marketing
- ♦ Social media marketing
- ♦ Search marketing (including SEO and PPC)
- ♦ Digital advertising
- ♦ Email marketing
- ♦ Analytics
- ♦ Digital strategy

Best for: those who want a more complete digital marketing skillset and the flexibility to move from one digital marketing expertise to another

DMI offers the CDMP program as its foundational course. It's the best digital marketing course for beginners and intermediate-level professionals. Students come from a variety of backgrounds and skill levels, including fresh grads and more experienced marketers.

Check out DMI PRO

Find out how you can be a Certified Digital Marketing Professional (CDMP)

[Learn more](#)



Digital Marketing Institute™ × DMHQ
Approved Partner Courses, Careers, Resources

DMI SPECIALIST

Specialist Diploma in Search Marketing

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

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www.DigitalMarketersHQ.com

Specialist digital marketing courses

As the term suggests, these are more specialized courses focused on just one area of digital marketing. You will find courses on:

- Content marketing
- Social media marketing
- Search marketing (including SEO and PPC)
- Digital advertising
- Email marketing
- Analytics
- Digital strategy
- Online selling
- E-commerce
- Digital media planning
- Digital copywriting
- Web development
- UX/UI design
- Website optimization

Best for: those who are sure they want to focus on one particular area of digital marketing

Digital Marketing Institute™ × DMHQ
Approved Partner Courses, Careers, Resources

DMI SPECIALIST

Become a Certified Strategy and Planning Professional

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

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www.DigitalMarketersHQ.com

The advertisement features a woman with glasses and a patterned top, standing in front of a large, stylized green and yellow circular graphic. The background is dark blue.



Digital Marketing Institute™

Approved Partner

×

DMHQ

Courses. Careers. Resources.

DMI SPECIALIST

Become a Certified Digital and Social Selling Professional

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google *Coca-Cola* facebook sky The Economist HubSpot

www.DigitalMarketersHQ.com



Digital Marketing Institute™

Approved Partner

×

DMHQ

Courses. Careers. Resources.

DMI SPECIALIST

Become a Certified Social Media Marketing Professional

Stay Relevant. Stay Ahead.

Under the guidance of Global Industry Advisory Champions including

Google *Coca-Cola* facebook sky The Economist HubSpot

www.DigitalMarketersHQ.com



DMI has specialist certification programs in social media marketing, search marketing, social selling, and digital strategy. It also offers short courses on a wide range of digital marketing topics.

Learn more about DMI's specialist programs

Specialize in social media, search, social selling, or digital strategy

Browse courses



Digital Marketing Institute[™] × DMHQ
Approved Partner

DMI EXPERT

Become a Certified Digital Marketing Expert

Stay Relevant. Stay Ahead

Under the guidance of Global Industry Advisory Champions including

Google Coca-Cola facebook sky The Economist HubSpot

www.DigitalMarketersHQ.com

Advanced digital marketing courses

These are highly demanding programs that are equivalent to a post-graduate diploma or a master's degree in digital marketing. Keep in mind that a post-graduate diploma is different and preferable to just a post-graduate certificate. You will find them with names like:

- ◆ Post-graduate diploma in digital marketing
- ◆ PG diploma in digital marketing
- ◆ Graduate diploma in digital marketing
- ◆ Masters in digital marketing
- ◆ Master of digital marketing
- ◆ Master of Science in digital marketing (MSc)

Best for: those with more experience in digital marketing and who want to take their

education to the next level

Among digital marketing training providers, only DMI offers a post-graduate diploma in digital marketing and an MSc in digital marketing.

Interested in a Post-Graduate Diploma in Digital Marketing?

DMI is the only training provider that offers PG and MSc programs in digital marketing

[Learn more](#)

Which Digital Marketing Course is Best?

The best digital marketing course is what's best for your needs and budget. Now, if money is not an issue and you want to enroll in the best digital marketing course that will equip you with the necessary skills to succeed in a digital marketing career, then you should consider these seven factors and ask yourself these relevant questions in choosing which program to enroll in:

Factor #1: Institution

- Which institution is providing the training?
- How long have they been in operation?
- What is their reputation in the industry?
- Do they specialize solely in digital marketing?
- Are they well-known and respected?
- Who are the founders and management team?
- Do they have partnerships with the academe and industry?
- How many students and graduates do they have?
- Is there an active alumni network?
- Can you find mostly positive customer testimonials and reviews?
- Are there many positive customer reviews on third-party review platforms like Google Reviews?

Factor #2: Curriculum

- Is the syllabus up-to-date and regularly updated?
- Is it industry-validated by global technology and marketing organizations?
- How comprehensive is the curriculum?
- Was it developed using academic-level standards?
- Did a professional curriculum team develop it, or did individual lecturers just make their own content?
- Is the standardized worldwide?
- Are the lessons aligned to the knowledge and skills needed by organizations?

Factor #3: Training approach

- ♦ What are the training modalities used for the program?
- ♦ Does the course cater to different learning styles?
- ♦ Are there opportunities for learners to interact with lecturers and classmates?
- ♦ Is there practical, hands-on work that demonstrates the application of their knowledge?
- ♦ Does it combine synchronous and asynchronous learning?

Factor #4: Assessment

- ♦ Does it include assessments like quizzes and practical exercises to test for understanding?
- ♦ Is there a standardized assessment similar to other professional certifications?
- ♦ Is the exam assessed through a third-party platform in a strict, proctored environment?
- ♦ Are there practice exams and other resources that help learners pass the exam?

Factor #5: Certification

- ♦ Is the certification a true professional certification and not just a certificate of completion?
- ♦ Does it have the equivalent of an academic credential like a diploma?
- ♦ Is the certification recognized internationally?
- ♦ Do universities or employers in other countries recognize the certification for credits?
- ♦ Can third parties like employers verify the authenticity of the certification?
- ♦ Can the digital certification be shared on LinkedIn?
- ♦ Are certified graduates required to maintain their certification through a rigorous continuing professional development (CPD) program?
- ♦ Are there official partnerships with industry leaders for CPD credits?

Factor #6: Continuing education

- ♦ Are there opportunities to continue learning after completing the course?
- ♦ Is there a rich library of materials such as articles, e-books, templates, webinars, videos, presentations, and podcasts?
- ♦ How often are these resources updated?
- ♦ Are there opportunities to enroll in other courses?
- ♦ How long do they have access to these resources?

Factor #7: Price

- ♦ Is the course fee reasonable and commensurate with the value of the program?
- ♦ Has it been proven that graduates of the course get a positive ROI through career promotion or a salary increase?
- ♦ Are there price discounts that make the course even more valuable?
- ♦ Is there an installment payment plan to make the course more affordable?

Take the time to research your shortlist of digital marketing training providers. Read also our [7 factors of a highly effective digital marketing program](#). Use this guide to make a well-informed decision. It is most likely that only DMI's CDMP program, delivered by [DMHQ](#), checks all these items.

Download the CDMP brochure

Find out why DMI's CDMP meets all these factors in choosing the best digital marketing course

[Download brochure](#)

Which is the Best Digital Marketing Online Course?

As with most courses and classes, [digital marketing courses](#) have transitioned online. However, in-person classes could soon resume. Right now, the most popular option is to take a digital marketing course online. After all, it's a lot more convenient to study digital marketing from the comfort of your home or even office.

Since there are no physical boundaries, you have plenty of [options for a digital marketing course online](#) in the Philippines. There are local and international providers to choose from. So, it makes it even more difficult to decide. If you are wondering what the best online digital marketing course is, there are three common formats for online training delivery: on-demand, live online, and hybrid. There are also pros and cons for each.

CONTENT SCHEDULING

→ Native scheduling

→ Third-party applications



On-demand digital marketing courses

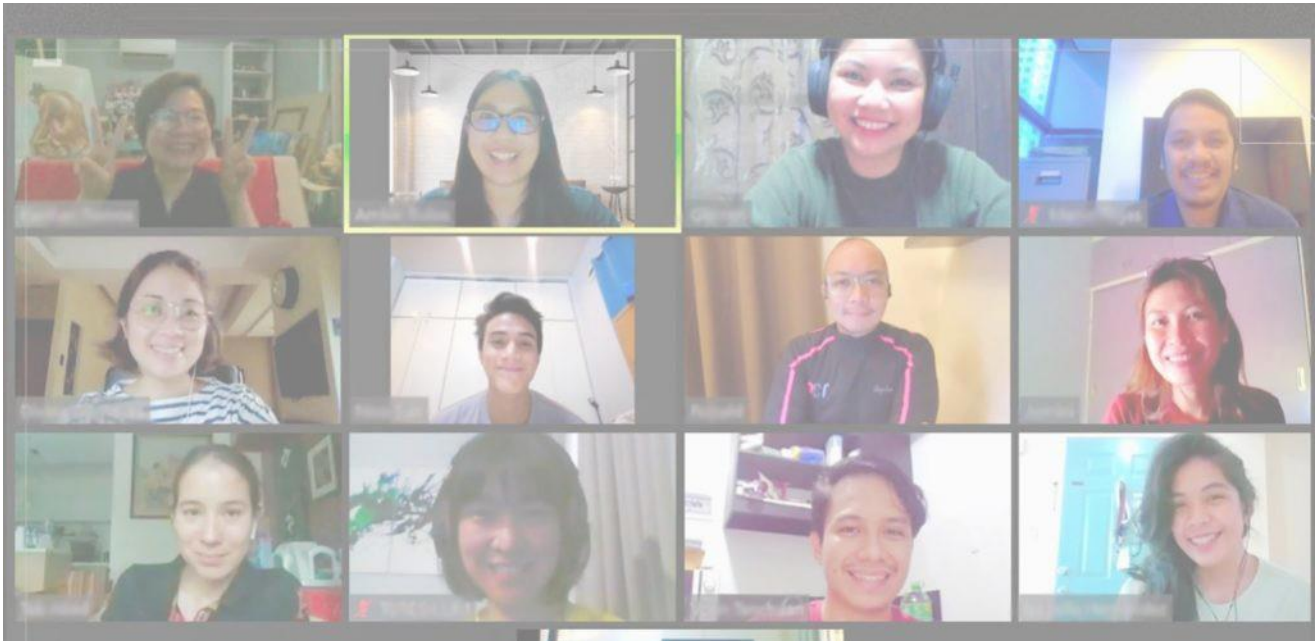
On-demand simply means you take the course at your own pace. There are no live classes, just recorded videos and possibly interactive slides.

Pros:

- ♦ The advantage is you don't have to follow a schedule. Whatever time and pace work for you.
- ♦ There is less pressure to "perform" since no one will call on you to recite.

Cons:

- ♦ There's little interaction except for perhaps a discussion board where you post questions and get answers.
- ♦ Online, self-paced courses are notorious for low completion rates, as people lose motivation or get too busy.



Live online digital marketing courses

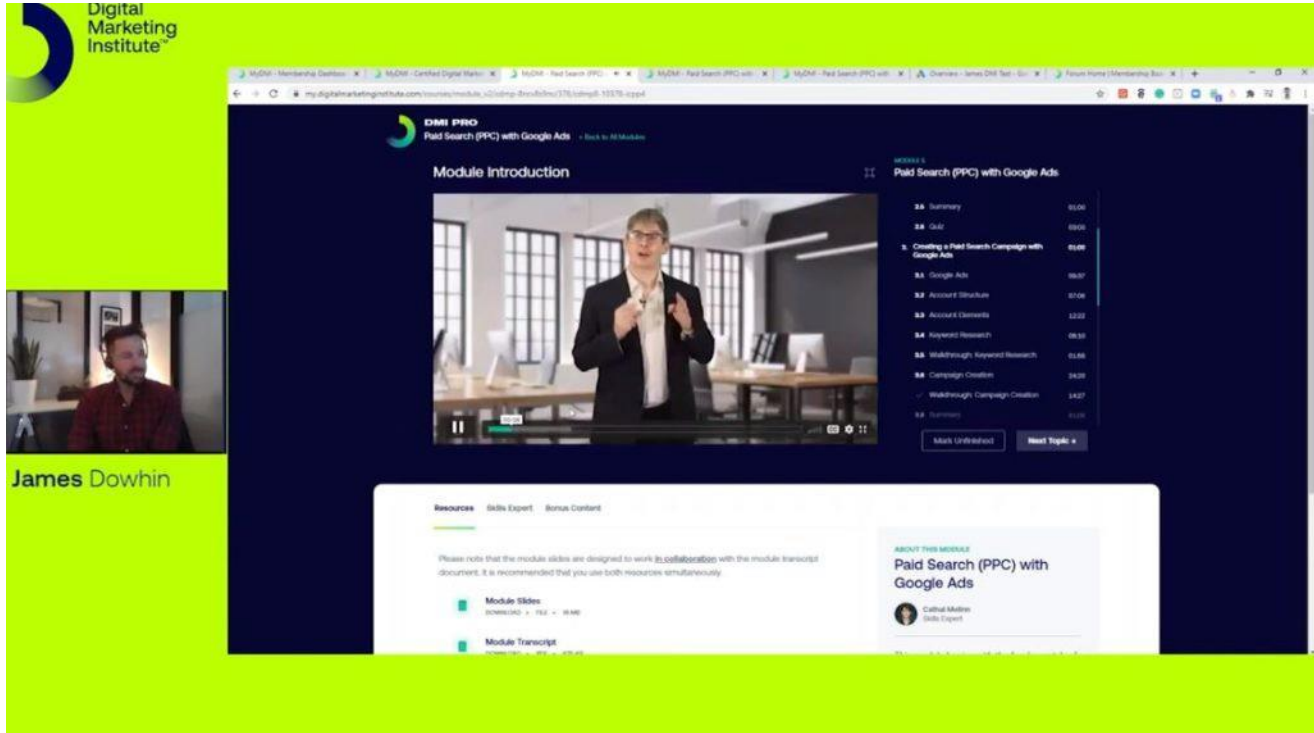
These are instructor-led training programs that are conducted live online via Zoom or some other platform. They are the equivalent of running a class in person.

Pros:

- ♦ Highly interactive as you can ask questions and get answers in real-time. You can also learn from and collaborate with classmates.
- ♦ There's greater motivation to show up in class and complete the course, precisely because there's a fixed schedule to follow.

Cons:

- ♦ It eats into your regular schedule, as you have to take time away from your other responsibilities during the day.
- ♦ Unless there's a recording of the live sessions, you won't be able to go back and review the lessons.



Hybrid digital marketing courses

Also called blended learning, we are not referring to a combination of physical and online classes. In the context of e-learning, it's a mix of synchronous (live) and asynchronous (on-demand).

Pros:

- ♦ The best of both worlds as you have a fixed schedule of attending live sessions and also benefit from reviewing the content at your own pace and time.
- ♦ It offers a richer learning experience and caters to different learning preferences.

Con:

It can be more demanding of your time, since not only do you show up at live classes, but you also have to allocate time for self-study.

DMHQ offers DMI's CDMP program in both on-demand and hybrid formats. However, most of our students prefer the blended format as it offers the discipline to complete the program and the interaction that maximizes their learning.

Enroll in the CDMP program

DMHQ delivers the course in a hybrid format for maximum learning

[Enroll now!](#)

What are the Eligibility Requirements for a Digital Marketing Course?

You may have reservations about enrolling in a [digital marketing course](#), especially if you have no marketing background. Don't worry, most if not all digital marketing courses are open to all, regardless of educational background, work experience, and skill level.

For our [CDMP program](#), we accept a variety of people, such as:

- ◆ Marketing professionals
- ◆ Digital marketers
- ◆ Fresh grads
- ◆ Entrepreneurs
- ◆ Content creators
- ◆ Freelancers
- ◆ Consultants
- ◆ Agency owners
- ◆ Sales professionals
- ◆ HR professionals
- ◆ Finance professionals
- ◆ CEOs
- ◆ Directors
- ◆ Executives

Those working in marketing find themselves getting promoted and taking on higher roles after they graduate. Fresh grads and career shifters succeed in breaking into the industry because of their credentials. Entrepreneurs, freelancers, and sales professionals develop digital skills that allow them to grow their businesses online. CEOs, directors, and executives understand better how digital marketing can impact their company and what to demand from their team or agency.

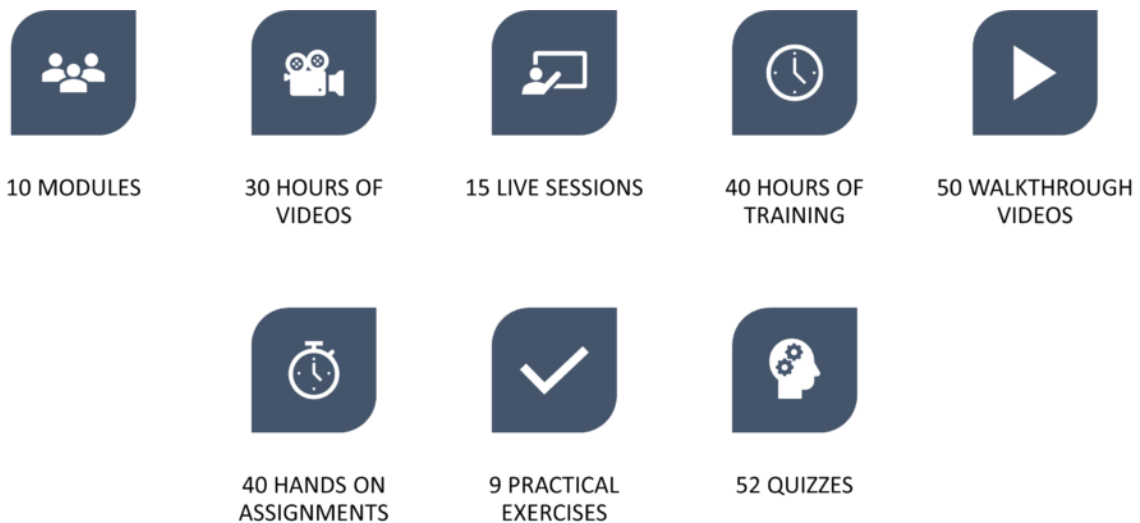
How Long is a Digital Marketing Course?

Digital marketing is constantly changing. And education does not end when the course is completed. It's really lifelong learning. However, to build on a solid career in digital marketing, you need to get the foundation right.

A four-hour online course in digital marketing will not give you enough knowledge to be confident in your skills and credible in the marketplace. With so many topics that need to be covered, you need 30 to 40 hours of training in digital marketing. And that is just the initial learning. Reviewing materials, reading additional resources, answering quizzes, working on

group assignments, and preparing for a certification exam add up even more hours of study for self-mastery.

For example, for our CDMP program, you can expect:



- 10 modules covering all the major areas of digital marketing
- 15 live sessions of 2.5 to 4 hours each
- Total of 40+ hours of live training over 3 to 4 months
- 30 minutes to one hour of self-study each week for 15 weeks
- 6 months of access to the CDMP on-demand videos with a total of 30 hours of content
- 50 walkthrough videos
- 40 hands-on assignments and nine practical exercises
- 52 online module quizzes
- 150+ questions for the practice exams
- 6 months of access to DMI’s membership library with thousands of articles, e-books, videos, presentations, templates, webinars, and podcasts

Now, this may seem overwhelming at first, but we deliver the CDMP program in a way that is manageable even with your busy schedule. To sum up:

- It will take you a little over 3 months to finish the CDMP program.
- There are 15 half-day, weekly live sessions.
- Allot an extra hour each week for self-study and group work.
- To prepare for your certification exam, set aside an hour each week for the next 10 weeks to review all 10 modules.

If a digital marketing course is too easy or not demanding at all, it’s not worth your time. There is no professional certification that does not require a lot of study.

How Much Does a Digital Marketing Course Cost in the Philippines?

We've already covered free, cheap, mid-range, and premium digital marketing courses that are available in the Philippines. The answer is anywhere between zero and around Php200,000.

- ♦ **Cheap:** less than Php1,000 per course or per month
- ♦ **Mid-range:** between Php10,000 and Php50,000
- ♦ **Premium:** between Php50,000 and Php200,000

For example, DMHQ offers discounted rates for DMI's short courses and certification programs:

- ♦ **Short courses:** Php20,000 per course
- ♦ **CDMP:** Php80,000 with an early bird rate of Php65,000
- ♦ **Specialist certification programs:** Php70,000 per course

Enroll in the Best Digital Marketing Course in the Philippines!

You can compare every digital marketing course you can find with the CDMP program, as delivered by DMHQ, and you will discover that nothing comes close to it in terms of value.

Get our brochure today.

Learn more details about DMI's CDMP course

Download now