Are your digital marketing skills ready for the AI era?



Strategy, search, social, content and analytics — AI now touches every part of the marketing mix.

Digital marketing is no longer simply about managing social media pages, running Google Ads or producing engaging content. Artificial intelligence is changing how marketers research audiences, develop content, optimise campaigns and measure performance.

Search is evolving, social platforms are becoming more sophisticated, and customers are discovering brands through increasingly diverse digital channels. For organisations, this creates an important challenge: are our marketing teams developing the skills needed to keep pace?

5 digital marketing capabilities worth developing

The rules of digital marketing are changing — and so are the skills marketing teams need.

1 AI-enabled marketing

Use AI to support research, content development, campaign planning and optimisation — with appropriate human judgement and oversight.

2 Search visibility in an AI-driven world

Build capabilities in traditional SEO, paid search and emerging approaches such as Generative Engine Optimisation (GEO).

3 Social media that deliver results

Develop audience-focused social strategies, social video skills and measurable business outcomes.

4 Marketing analytics & performance

Use analytics tools, including GA4, to evaluate performance and make better decisions.

5 Digital strategy & leadership

Connect channels, budgets, customer experience and team capability to business goals.

QUICK CHECK

CIRCLE ONE SCORE PER ROW

Digital marketing team readiness check

A quick, informal self-assessment to support training discussions—not a formal skills diagnostic.

Score: 0 = capability gap · 1 = developing · 2 = capability demonstrated.

1	We use AI effectively and responsibly in our marketing activities.	0 1 2
2	We have the skills to improve search visibility through SEO and GEO.	0 1 2
3	We create engaging content and social media that delivers results.	0 1 2
4	We use data and analytics to measure performance and guide decisions.	0 1 2
5	We have a clear digital strategy and the right skills to execute it.	0 1 2

TOTAL __/ 10

0–3 Urgent priority

4–7 Strengthen capabilities

8–10 Maintain and advance

INSIGHT FOR HR & L&D

One team. Different roles. Different learning needs.

A junior marketing executive may need a broad foundation; a social media specialist, deeper platform expertise; a marketing manager, stronger strategic and leadership capabilities.

A role-based development plan helps organisations invest in the right skills for 2027 — preparing teams for emerging technologies, changing customer behaviour and new opportunities.

CONTINUED ON PAGE 2

CERTIFICATION GUIDE

The DMI certification pathway

DIGITAL MARKETING INSTITUTE
LYCEUM EDUCATION GROUP

Develop your marketing team's capabilities with globally recognised certifications from the Digital Marketing Institute (DMI), supported locally by Excel Academy. Choose the programme that matches each employee's role, experience and development goals.

	PROGRAMME	BEST SUITED TO	FORMAT	ASSESSMENT
	**DMI Pro** Broad, AI-first foundation across digital marketing channels.	Marketing executives, generalists and employees building foundational skills.	PROFESSIONAL 9 modules 22 hours	2-hour computer-based exam, 120 questions
	**Social Media Marketing** Social strategy, content, platforms and social commerce.	Social media executives, content marketers and social media team leaders.	SPECIALIST 10 modules 27 hours	2-hour computer-based exam, 100 questions
	**Search Marketing** SEO, paid search, analytics and search strategy.	SEO, paid search and performance marketing professionals.	SPECIALIST 10 modules 27 hours	2-hour computer-based exam, 100 questions
	**Digital Strategy & Leadership** Strategy, AI, analytics, budgets and team leadership.	Marketing managers preparing for broader strategic and leadership roles.	SPECIALIST 10 modules 32 hours	2-hour computer-based exam, 100 questions
	**DMI Expert** Advanced certification across strategy & leadership, social, search and cross-channel marketing.	Experienced marketers, senior managers and leaders seeking broad strategic expertise.	EXPERT 4 stages 103 hours	Quizzes 7% · Specialist exam 30% · Strategy proposal 63%

GOOD TO KNOW There are no entry requirements — learners can enrol at whichever level fits them. DMI Expert incorporates all three Specialist disciplines plus cross-channel marketing. Learners can select either a Specialist or DMI Expert pathway based on their roles, experience and development goals.

How learning works

Self-paced online study, around work — with local support from Excel Academy.

DMI Pro and the three Specialists

- Study on the Excel Academy learning portal: all modules, videos and quizzes, plus interactive AI simulations in DMI Pro
- 6 months' course access, with the exam taken within this period
- 6 months' DMI Professional Membership

DMI Expert

- Study on DMI's own learning platform
- 46 weeks to complete assessments, plus 6 weeks' content access
- 12 months' DMI Professional Membership; earn two certificates — DMI Expert plus a Specialist in Search or Social

EVERY PROGRAMME DMI Professional Membership gives access to MyDMI premium toolkits, templates, live webinars, self-service exam booking and CPD resources to keep certification current.

Why enrol through Excel Academy?

- HRD Corp funding support* — Eligible employers apply through their own HRD Corp account; we help prepare the documents and submit the course-fee claim after training.
- Registration handled for you — We register learners with DMI, set up access and help resolve login or exam-booking issues.
- A local contact for DMI matters — One Malaysian point of contact, liaising with DMI.
- Competitive local pricing — Ask our sales team for the latest programme fees and corporate pricing.

HRD CORP CLAIMABLE

Not sure which DMI certification suits your team? Let us help.

Tell us about your marketing team's roles, experience and development goals. Excel Academy can recommend suitable DMI certification programmes and guide eligible employers through HRD Corp funding requirements.

REQUEST YOUR TEAM'S CERTIFICATION RECOMMENDATION →



SCAN TO WHATSAPP

*HRD Corp funding is subject to employer eligibility, applicable scheme requirements and approval. Study hours are guide figures. DMI details as at October 2026.

PLAN AHEAD

90-Day Planner

November 2026 • December 2026 • January 2027

HRD CORP CLAIMABLE

WhatsApp Us to Register!

More ways to build practical capability

The right development path may extend beyond a single tool. Our upcoming courses also cover AI productivity, data visualisation, digital marketing and design — offering practical options for different roles and business needs.

NOVEMBER 2026

COURSE TITLE	DATE	VENUE
Digital Marketing Masterclass	10 Nov & 11 Nov	Armada Hotel, PJ
Microsoft Excel Intermediate And Advanced Level: Data Management With AI Tools	11 Nov & 12 Nov	Armada Hotel, PJ
Mastering Malaysian Employment Laws With AI	11 Nov & 12 Nov	Armada Hotel, PJ
Microsoft Power Query With AI Tools: Data Cleansing And Processing	18 Nov & 19 Nov	Armada Hotel, PJ
Mastering Malaysian Payroll And Statutory Compliance With AI	18 Nov & 19 Nov	Armada Hotel, PJ
Microsoft Excel Basic Level: Essentials With AI Tools	19 Nov	Excel Academy, PJ
Claude AI for Workplace Productivity	24 Nov	Excel Academy, PJ
The B.R.I.D.G.E Method™: AI-Powered Content Marketing	26 Nov & 27 Nov	Armada Hotel, PJ

DECEMBER 2026

COURSE TITLE	DATE	VENUE
Microsoft Power BI With AI Tools: Data Analysis And Visual Reporting	8 Dec & 9 Dec	Armada Hotel, PJ
The B.R.I.D.G.E Method™: AI-Powered Content Marketing	10 Dec & 11 Dec	Armada Hotel, PJ
Microsoft Excel Intermediate And Advanced Level: Data Management With AI Tools	14 Dec & 15 Dec	Armada Hotel, PJ

PLAN AHEAD

90-Day Planner

November 2026 • December 2026 • January 2027 - continued.

HRD CORP CLAIMABLE

WhatsApp Us to Register!

JANUARY 2027

COURSE TITLE	DATE	VENUE
Microsoft Excel Basic: Foundation for Beginners	12 Jan	Excel Academy, PJ
Mastering Malaysian Payroll and Statutory Compliance with AI	12 Jan & 13 Jan	Armada Hotel, PJ
Microsoft Excel Intermediate and Advanced Level: Formulas to Pivot Tables	13 Jan & 14 Jan	Armada Hotel, PJ
Microsoft Excel Data Analytics: Analyse and Report	19 Jan & 20 Jan	Armada Hotel, PJ
Canva Bootcamp	19 Jan & 20 Jan	Armada Hotel, PJ
Applied AI for Workplace Productivity: ChatGPT	21 Jan & 22 Jan	Armada Hotel, PJ
Mastering Malaysian Employment Laws with AI	27 Jan & 28 Jan	Armada Hotel, PJ
Digital Marketing Masterclass	27 Jan & 28 Jan	Armada Hotel, PJ

Found a suitable course? Request the brochure for the complete course outline.

Prefer in-house training instead?

Can't find the right course, level or date for your team? Any programme in this planner can run as a closed session — along with a wider range of topics than those listed here.

Where	Your premises or our PJ training centre
Dates	Scheduled around your operations, not a fixed public calendar
Content	Built around your policies, systems and actual cases
HRD Corp	Claimable. Approval is required 14 days before training starts, so plan your enquiry with that in mind.

Explore In-House Training

Scan to browse our catalogue

Tell us the capability gap. We'll propose the programme, trainer and dates.

Industries we've worked with: Financial Services · Manufacturing & Industrial · Property & Real Estate · Healthcare · Transportation & Logistics · Professional Services

Build your team's digital marketing capabilities for 2027.

Explore DMI certifications in digital marketing, social media, search, and strategy & leadership. Contact Excel Academy to discuss the right pathway for your team.

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