For immediate release to OMCP Registered Education Providers on August 28, 2015

OMCP Updates from Q2 Committee Recommendations

San Francisco, CA - August 28, 2015 - As a standards organization for the digital and online marketing profession, OMCP is chartered to stay aligned with market changes in the field. To maintain this commitment, we regularly call on committees in our community of practice to make recommendations and decisions about OMCP certification and exams. We share these recommendations and decisions to enable our provider partners to communicate with their students and to adjust their programs and promotions to stay aligned with OMCP requirements.

Since July 1, 2015, OMCP has required an exam for OMCP certification. The exam has three parts: a base exam and two subject matter exams of the student's choice.

After recent committee feedback and evaluation, OMCP has made the following decisions:

1. OMCP will continue to include Mobile Marketing, Email Marketing and Marketing Automation material in the OMCP base exam and the OMCA exam.
2. Consistent with its current approach, OMCP does not have plans to develop or offer separate OMCP subject matter exams in Mobile Marketing, Email Marketing or Marketing Automation, pending further analysis of market direction by its community of practice.

Several considerations contributed to these decisions.
- OMCP supports the concept that every digital and online marketing discipline should factor delivery to mobile devices into their best practices.
- As the use of mobile devices becomes ubiquitous, mobile marketing is being included as best practice in all disciplines.
- Marketing Automation is significantly changing how Email Marketing is practiced. General and non-vendor specific standards are still emerging.

What this means for OMCP Registered Education providers:
- All online marketing courses currently approved by OMCP will continue to help prepare students for the OMCP base exam and the OMCA exam.
- OMCP-Approved Courses that will continue to help prepare students for the OMCP subject matter exams are: Content Marketing, Conversion, PPC, SEO,Social Marketing, and Web Analytics.

Check the OMCP.org website regularly for updates.

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