



Only the most demanding training programs qualify for OMCP Registered Education Provider status. Training and educational programs that are OMCP-Approved provide enhanced value to students and organizations in preparation for certification.

Overview

Become an OMCP Registered Education Provider by meeting the OMCP **Provider Requirements** that emphasize the highest criteria for instructional design, course duration and coverage, faculty credentials, learning outcomes, and skill development and by meeting and passing the OMCP **Course Review Standards and Process**.

OMCP-level courses are used for preparation for OMCP exam certification. OMCA-level courses are used for preparation for OMCA exam certification. When combined with required real-world experience and/or secondary or post-secondary education, most individuals who successfully complete a qualifying course provided by a Registered Education Provider should be prepared for either the OMCP or the OMCA exam.

Provider Requirements

To determine if your program is a strong candidate for Registered Education Provider approval, use the checklist below to evaluate how your program maps to OMCP's Registered Education Provider requirements:

- Course Quality:** A Registered Education Provider must offer, regularly deliver, and maintain three or more OMCP-approved courses, or a single OMCA-approved course, that meet the following learning outcomes and skill-development criteria:
 - OMCP-approved Courses must thoroughly prepare a graduate with the abilities, skills, and knowledge commonly associated with qualification for employment in a minimally-supervised position in online marketing.
 - OMCP-approved curriculum content for each course must consist of no fewer than 26 hours of formal instruction comprising 16 hours of lecture per discipline.
 - OMCP-approved courses must require a passing score ($\geq 70\%$) on a multiple question test of no fewer than 50 questions per discipline, which assesses comprehension of six or more concepts related to each discipline.

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- ❑ OMCA-approved courses must prepare a graduate with foundational knowledge of online marketing concepts and generally accepted practices across multiple digital marketing disciplines commonly associated with an associate or entry-level marketing role or that of a non-specialist manager.
- ❑ OMCA-approved curriculum content must consist of no fewer than 26 hours of formal instruction comprising 16 hours of lecture covering at least six of the online marketing disciplines.
- ❑ OMCA-approved courses must require a passing score ($\geq 70\%$) on a multiple question test of no fewer than 18 questions per discipline, which assesses comprehension of six or more concepts related to each discipline:

The following disciplines are considered core for OMCP and OMCA certification.

- Content Marketing
 - Conversion Rate Optimization
 - Email Marketing (OMCA / OMCP base exams only)
 - Mobile Marketing (OMCA / OMCP base exams only)
 - Paid Search (PPC)
 - Search Engine Optimization (SEO)
 - Social Media Marketing
 - Web Analytics
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- ❑ Licensed Courses: Registered Education Providers who license their courses agree to maintain a current list of groups who license their course and the courses each group carries.
 - ❑ Education providers who choose to license courses from an existing OMCP Registered Education Provider must deliver those courses in their entirety as approved by OMCP, must acknowledge OMCP on their web sites, and must display OMCP/A-Approved badges in relation to the appropriate courses in their syllabi.
 - ❑ To license courses, the candidate institution is responsible for contacting the OMCP Registered Education Provider of its choice and discussing with that provider how to integrate the provider's curriculum into the candidate institution's learning management system.
 - ❑ The candidate institution must provide access to courses for OMCP audit, if or when necessary.

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- Licensing courses from non-OMCP Registered Education Providers is occasionally considered. The costs of reviewing a non-OMCP-approved curriculum is the responsibility of the group desiring to use that curriculum.

- Student Volume:** Provider can demonstrate a minimum of 50 identifiable graduates of the submitted online marketing course, and can demonstrate potential for maintaining a population of new and returning course participants.
- Currency:** Each calendar quarter, provider can show evidence that training material is reviewed and updated to apply to current practices. Provider stays current with all certification requirements.
- Faculty:** Training content must be provided and updated by working professionals who:
 - regularly earn income by providing up-to-date online marketing services to clients or organizations.
 - are regularly accountable to the scrutiny of other working professionals via published material, keynote speeches, or conference panel sessions, in the digital marketing industry.

Note: Courses that meet some but not all of the above criteria may still be recognized individually for [OMCP Professional Development Units \(PDUs\)](#). This includes courses provided by, delivered by, or funded by an institution or vendor that derives the majority of its revenue through online marketing services or online marketing products.

OMCP Course Review Standards and Process

Standards

Courses that meet the following standards have a higher probability of passing the OMCP review process:

- Lecture (didactic) content presented by authoritative industry figures who are practitioners in the field
- An academically designed course structure with defined learning objectives
- Well-organized, level-appropriate courses, that build from a transparent and clear outline, prepare the student for what they will learn in each segment, provide approximate times required to complete the segment, and implement a segment review process that, together, set the learner's expectations and guide the learner through the course
- Evidence of experiential learning components including the possibility of learning community that supports the learner, use of resources and support materials that an expert in the subject might recommend to an interested friend, multimedia elements that have a clear and solid

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purpose for the learner, assigned exercises, labs, or external experiences that are relevant to the subject and clearly support and galvanize the didactic materials

- A documented, formal method of ensuring materials are kept current and updated on a quarterly basis
- High quality production values through all materials used in the courses
- Consistent look and feel of training materials within and across all submitted courses

Process

Two members of the OMCP Academic Standards Committee will review portions of the course and materials that you submit to confirm compliance with OMCP course standards. This review process and associated fees assume the course materials can be reviewed online. (Please note that courses delivered in classroom or seminar formats, may require additional travel-related costs.)

Course reviews are completed within 45-60 days of formal submission. Training Providers will receive a written report summarizing the findings of the reviewer and identifying any deficiencies in the reviewed courses that do not meet OMCP standards.

OMCP Registered Education Partners may submit additional Online Marketing courses at any time. Fees will be based on the rate in place at the time of review.

Re-Approval is required every two years. Requests must be submitted 60 days in advance of expiration date. Re-Approval reviews should be completed no more than 60 days after the previous expiration. Failure to seek re-approval on a timely basis will result in higher fees.

OMCP Benefits and Privileges of Registered Education Provider Status

Being an OMCP Registered Education Provider affords training groups with several benefits and privileges. REPs can choose to take advantage of any of the the following:

- The OMCA/OMCP Exam voucher program
- [Individual](#) Membership for individual employees of the education group
- [Academic](#) or [Industry](#) Membership for the education group

In addition, all Registered Education Providers are automatically participants in the OMCP Community of Practice, a network of OMCP REPs, Members and certified individuals. OMCP maintains an ongoing and current dialog about the creation and maintenance of standards for



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the online marketing profession through this network. The community also serves as a resource to each participant.