

There are four steps to becoming a Registered Education Provider or providing OMCA and or OMCP courses.

## 1. Fee Structure

### Applicant using their own proprietary material

- Application Fee: \$475.00 US  
This is a one-time, non-refundable fee, paid at the time of formal application to become an OMCP Registered Provider.
- Course Review Fee: \$900.00 US per course. OMCP considers a course to cover a Fundamental Course or a specific discipline (SEO, analytics, social media marketing, etc.) To qualify as an OMCA provider, a REP must offer a minimum of one Fundamentals course. To qualify as an OMCP provider, a REP must offer a minimum of one Fundamentals course and two specific discipline courses (e.g. SEO, Web Analytics, Social Media Marketing, etc.). Fee is non-refundable.

In the event a course does not meet the requirements and is subsequently submitted for review after updates, additional review fees will be assessed.

- Renewal Process and Costs:  
When renewing Registered Provider status, fees are based on the current rate for reviewing courses. The current renewal Application Fee is \$275.00 US. Fee is non-refundable.

### Applicant using pre-approved licensed material

- Application for an Education Provider using pre-approved licensed material from another Registered Education Provider. Applicant will provide proof of use and teaching from licensed material from Registered Education Provider. To qualify as an OMCA provider, a REP must license a minimum of one Fundamentals course. To qualify as an OMCP provider, a REP must license a minimum of one Fundamentals course and two specific discipline courses (e.g. SEO, Web Analytics, Social Media Marketing, etc).
- Application & Listing Fee: \$475.00  
This is a one-time, non-refundable fee, paid at the time of formal application to become listed as an OMCP Registered Education Provider providing pre-approved OMCP recognized courses that are licensed from a current Registered Education Provider. OMCP reserves the right to audit licensed materials at any time. If licensed material is being used in ways that differ from OMCP Standards for certification exam preparation. OMCP reserves the right to request

## Registered Education Provider Application

corrective action. If corrective action is required, licensee may lose their Registered Education Provider status until corrective actions are taken. In this case, the licensee will be responsible for paying auditing and review fees.

### [Electronic Application](#)

**2. Provide access to mapped OMCP Competency documents (see Requirements and Application Process) to all courses for which you are seeking OMCP/A approval. (Copy this sheet for more than 3 courses.)**

<p><b>* Course</b></p> <p>Name of Course Submitted: _____</p> <p>URL _____</p> <p>Description of course _____</p> <p>Description of outcomes upon successful completion</p> <p>_____</p> <p>_____</p>
---

<p><b>* Course</b></p> <p>Name of Course Submitted: _____</p> <p>URL _____</p> <p>Description of course _____</p> <p>Description of outcomes upon successful completion</p> <p>_____</p> <p>_____</p>
---

<p><b>* Course</b></p> <p>Name of Course Submitted: _____</p> <p>URL _____</p> <p>Description of course _____</p> <p>Description of outcomes upon successful completion</p> <p>_____</p> <p>_____</p>
---

**\*Requirements for Approval of OMCP Recognized Course:**

- I assert that the submitted Course(s) convey current and generally-accepted online marketing practices.
  - I assert that the Instructor/speaker/leaders/facilitator has over two years of published work or an online track record of conveying (sharing, teaching, enabling) online marketing practices. Provide links here  
Name \_\_\_\_\_ Profile (LinkedIn or other) URL \_\_\_\_\_  
Name \_\_\_\_\_ Profile (LinkedIn or other) URL \_\_\_\_\_  
Name \_\_\_\_\_ Profile (LinkedIn or other) URL \_\_\_\_\_  
Name \_\_\_\_\_ Profile (LinkedIn or other) URL \_\_\_\_\_  
Name \_\_\_\_\_ Profile (LinkedIn or other) URL \_\_\_\_\_

- I assert that the material covered within is updated to be current and relevant every six months.
- I assert that each course submitted requires the minimum number of hours defined in the OMCP Competency document for each course submitted.
- I assert that participants in the submitted course(s) receive Proof of completion only when participant has completed all hours required.
- If approved, I will list the “OMCP-Approved” or “OMCA-Approved” badge on the following pages of my website and syllabus:

---

---

---

---

---

### 3. Provide a sample course completion certificate

Both OMCP and OMCA courses must provide an electronic course completion certification that meets the following standards:

- Can be uploaded to the OMCP.org account that requestors create for themselves when applying for OMCP or OMCA certification.
- Must be branded with Registered Education Providers' logo
- Must be dated
- Must be made out to the individual student's full name
- Must indicate the course and course level the student has successfully completed. ( e.g. OMCP-Approved Practitioner level course in [Specific Online Discipline]; OMCA-Approved Fundamentals Course)

Please attach a sample of proof of completion to enable OMCP staff to verify those who have completed your submitted courses.

### 4. Complete the remaining application form below and pay the associated fees for OMCP Registered Education Provider

Send a completed, signed copy of this completed form via email to [info@omcp.org](mailto:info@omcp.org), or via postal mail to:

OMCP  
548 Market St. #33329  
San Francisco, California 94104  
(415) 798-2667.

If approved as an **OMCP Registered Education Provider**, OMCP will list your organization on its website with a link to a corresponding page on your website, and provide an OMCP medallion that can be used to identify qualifying courses on your website. Privileges and responsibilities of OMCP Registered Education Providers will be shared with you once your application has been reviewed and approved.



ONLINE MARKETING  
CERTIFIED PROFESSIONAL

## Registered Education Provider Application

**\*Contact Information**

Name of Company or Institution: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

I assert all the above are true and authorize payment to OMCP for registration and evaluation of each submitted course for a total of US\$ \_\_\_\_\_ by the method listed below.

**\*Payment**

<p>Credit Card:</p> <p>Card Type: Visa MasterCard AmEx</p> <p>Card Number: _____</p> <p>Expiration Date _____</p> <p>Name on Card: _____</p>	<p>Purchase Order</p> <p>Order # _____ Attached</p>
--	---

**\* Signature of applicant:**

\_\_\_\_\_

\_\_\_\_\_

Signature

Date

\_\_\_\_\_

Print Name

\_\_\_\_\_

Print Title

\_\_\_\_\_

Organization Name

