



Ms. Rebecca Turner

Pearson Head Office
80 Strand
London, WC2R 0RL
UK

28 September 2020

Dear Rebecca,

Letter of Recognition for Pearson BTEC Higher Nationals in Business (Marketing)

A digital specialist, The Digital Marketing Institute (<https://digitalmarketinginstitute.com/>) offers the most widely taught set of certification standards in digital marketing and selling for learners, educators and industry. With over 24,000 graduates across 130 countries worldwide, the Digital Marketing Institute (DMI) have trained more professionals to a single education standard than any other certification body. The current DMI Membership consists of over 100,000 professionals and DMI has been awarded the coveted position as 'Membership Organisation of the Year' by MemCom. All Digital Marketing Institute certifications are reviewed and validated by the esteemed Industry Advisory Council (IAC), comprised of the world's largest and most influential brands.

DMI has approved the following BTEC qualifications as being fit for purpose in preparing Pearson's students for a role in marketing sector worldwide:

- Pearson BTEC Level 5 Higher National Diploma in Business (Marketing) (RQF 2016 and 2021)

We believe that these qualifications provide an appropriate level of knowledge and skills, meeting the needs of the industry, and ensuring that employees are appropriately skilled for the job and able to operate to the standard that the sector expects.

Successful graduates of the Business (Marketing) Higher National Diploma are eligible to be awarded the DMI Certified Digital Marketing Associate (CDMA).

The Digital Marketing Institute is happy for its name, web address and logo to be made available on the Pearson websites to confirm that we recognise the qualifications.

Yours sincerely,

Ellie McHugh

Global Operations Director
ellie@digitalmarketinginstitute.com