The Industry Advisory Council

The Industry Advisory Council (IAC) represents the world's largest and most influential brands. A digital powerhouse, the Industry Advisory Council contributes to the development of internationally recognized standards supporting digital marketing and digital selling education for individuals, educators and organizations.

Meeting on a bi-yearly basis, Council members work with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. Through review and discussion of syllabi, the Council ensures that Digital Marketing Institute certifications are aligned with the digital economy's most in-demand digital needs and skillsets.

The IAC has an independent chair and members from the digital industry, educators, employers, recruitment specialists and policy makers.

The Industry Advisory Council includes experts from:

& more.

A full list of members available here:

https://digitalmarketinginstitute.com/institute/industry-advisory-council

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How the council works:

→ Syllabus Validation:

The IAC is the industry based working group that defines and validates the Digital Marketing Institute certification syllabus content. By providing expert reviews and recommendations on a regular basis, Council members validate learning content to ensure graduates and certified professionals have learned the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.

→ Setting Skills Agendas:

The IAC works with the Digital Marketing Institute to set the skills agenda and address the global digital skills shortage. The council provides insight and input into digital job role requirements by helping to define the up-to-date knowledge, skills and competencies required to build the global digital economy. Once the skills are defined, the Council ensures that syllabus content is refined to meet the digital economy's most in-demand digital needs and skillsets.