The Chartered Institute of Marketing
Accredited Study Centre

MMC Learning

CAM FOUNDATION

DIPLOMA IN DIGITAL MARKETING
Accredited by the CAM Foundation
Awarded by the Chartered Institute of Marketing

→ Introduction

This dynamic qualification will provide you with knowledge underpinning the principles of digital marketing and skills to undertake digital marketing planning. The qualification covers Search Engine Optimisation (SEO), Pay Per Click (PPC), types of online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, legislation, regulation and codes of practice.

You will have the opportunity to gain skills and knowledge to understand the fundamental planning concepts for an online organisation as well as key factors in implementation, measurement and evaluation of successful campaigns. Digital marketing has evolved from a peripheral element of organisational marketing to one which is at the hub of customer-centric communications in an increasingly multi-channel environment. Our qualifications will ensure that you are equipped to deal with this shift and make the most of the new business opportunities on offer.

In addition, you will study the similarities and differences covering the mix elements in traditional and digital marketing, along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security

There are 3 units in this course listed below;

- **Unit 1:** Digital Marketing Essentials*
- **Unit 2:** Digital Marketing Planning*
- **Unit 3:** Marketing & Consumer Behaviour (Double Unit)

These units can be taken as standalone modules which if successfully completed are accredited as a separate award i.e. Digital Marketing Planning Award

→ Duration and Course Delivery Mode

The full Diploma in Digital Marketing is delivered over a period of 10-12 months, through flexible distance learning with high quality e-learning modules including visual slides, video, online interactivity and audio. There is an advanced support package which comes with all our courses providing leading texts books and expert tutor guidance both on group conference calls and one to one support.

The individual award are delivered over a period of 3-4 months.

The next course is starting February 2010,
call us now if you are interested in joining this group.

→ Unit Content and Assessment

- **Unit 1:** Digital Marketing Essentials
- **Unit 2:** Digital Marketing Planning
- **Unit 3:** Marketing & Consumer Behaviour (Double Unit)

UNIT 1 - Digital Marketing Essentials

Unit Overview

This unit aims to provide candidates with the skills and knowledge necessary in planning digital marketing campaigns within organisations. The unit has three sections - campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Assessment Methodology

Written assignment based on your company or a company of your choice.

Learning Outcomes

On successful completion of this unit candidates will be able to:

- Explain the importance of digital campaign tools, planning, implementing and monitoring digital marketing
- Explain the role of the essential elements of digital campaigns and describe the links between each technique
- Explain how each tool of the digital communications mix can be coordinated effectively
- Evaluate a current digital communications campaign
- Recommend improvements to a specified digital communications campaign
- Explain how the digital communications mix can be measured and monitored effectively

UNIT 2 - Digital Marketing Planning

Unit Overview

This unit aims to provide students with the skills and knowledge to understand the fundamental digital marketing planning concepts for an organisation together with key factors involved with the implementation, measurement and evaluation of successful campaigns.

Online marketing has evolved from a peripheral element of organisational marketing to one that is at the hub of customer-centric communications in an increasingly multi-channel environment (e.g. Mobile).

The unit will consider a range of environmental factors both internal and external (e.g. legal) that will shape and influence the digital marketing planning and strategic process. Various e-business models will be explored. In addition, similarities and differences covering the mix elements in traditional and digital marketing will be addressed along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security.

Assessment Methodology

Written assignment based on your company or a company of your choice.

Learning Outcomes

On successful completion of this unit, candidates will be able to:

- Appraise different planning approaches and marketing environmental factors that influence online marketing activity
- Review the similarities and differences between online and traditional marketing concepts and applications
- Discuss key stages in online development using relevant business models
- Analyse the ways in which the Internet has changed the marketing mix elements and how organisations employ them creatively in the digital environment
- Review the importance of target marketing and the emerging buyer behaviour characteristics of the online consumer and how organisations can respond to meet changing behaviour and expectations
- Apply relevant tools and concepts from this unit to design, measure and monitor an annual online marketing plan.

UNIT 3 - Marketing & Consumer Behaviour (double unit)

Unit Overview

This unit aims to provide candidates with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations. The unit explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to marketing communications.

Assessment Methodology

Assignment

Learning Outcomes

On successful completion of this unit, candidates will be able to:

- Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture
- Understand the marketing planning process and the links between each stage of the process
- Explain the role of marketing communications and how the tools of the communications mix can be coordinated effectively
- Develop marketing communication and brand support activities based on an understanding of the salient characteristics of the target audience
- Explain the importance of developing long term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communication activities
- Suggest suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communications

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→ Cost of Courses

Course	Costs of Course	Cost of CIM Membership (1 Year)	Assessment Fees	Total
Digital Marketing Essentials Award	£670	£140	£85	**£895**
Digital Marketing Planning Award	£670	£140	£85	**£895**
Diploma in Digital Marketing	£1,447	£140	£255	**£1,927**

Notes;

- Prices exclude VAT (Please add 17.5% within the UK/EC)
- Membership of the Chartered Institute of Marketing brings a whole range of professional marketing resources and benefits (see www.cim.co.uk for more information)
- Prices are valid until the end of Marc 2010

→ What do you get?

The prices above cover a comprehensive study package which includes everything you need to successfully complete the course;

- ✓ Welcome pack sent in the post including series of guides for the course, online learning environment, effective study tips, useful resources and sample assessments.
- ✓ Access to a bank of high quality e-learning tutorials with visual slides, audio and video. Rewind and play back at your own convenience.
- ✓ A leading Digital Marketing text book
- ✓ Support from an allocated Course Manager as the daily point of contact for any advice and guidance.
- ✓ Support from an experienced eTutor to help you through your assessment
- ✓ Series of group tutor conference calls and one to one tutor support available on demand

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About MMC Learning

Founded in 1993, MMC Learning is a marketing/management training and educational helpdesk specialist based at and part of Manchester Metropolitan University Business School.

MMC Learning are leaders in delivering transparent marketing training solutions through e-learning and have been making a difference within this field, delivering e-learning and blended marketing courses to business professionals worldwide, for fourteen years. Our online marketing courses are being used globally throughout universities, SMEs and large organisations such as Edexcel, IBM and the British Council.

MMC Learning are:

- Leaders in delivering marketing training online
- An online accredited study centre for the Chartered Institute of Marketing
- Part of the MyKnowledgeMap group of companies who specialise in the provision of advanced learning systems and e-learning for qualifications

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