The Chartered Institute of Marketing



CAM Diploma in Digital Marketing
(Blended)

CIM ACADEMY
Course guide

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About CIM Academy

The **CAM Diploma in Digital Marketing** is designed to give you a detailed insight into the area of digital marketing – the buzz words and main trends. It is for anyone in marketing who wants to know what is happening in digital.

By studying this qualification with The Chartered Institute of Marketing (CIM)'s own study centre, CIM Academy, you will have access to:

- **The highest quality resources and expertise**
- **Exceptional tuition from course directors who are leaders in their field**
- **A highly supportive network from course directors, a dedicated CIM Academy support team and fellow delegates**
- **Excellent pass rates and awards for outstanding achievement**
- **An unrivalled reputation – over 90% of our delegates would recommend us**
- **A pay as you learn option and prices which include CIM membership and assessment fees**
- **Workshop days in central London**

Our **blended learning programme** provides maximum flexibility and convenience. Unique to CIM Academy, it combines live tutorials, group and one2one tutor led sessions, accessible from any location, with face to face practitioner workshop days in central London.

In addition to this qualification, we offer the following professional qualifications:

Digital Marketing

- **CAM Diploma in Managing Digital Media**

Marketing (CIM)

- **Professional Certificate in Marketing**
- **Professional Diploma in Marketing**
- **Chartered Postgraduate Diploma in Marketing**

Sales (CIM)

- **Certificate in Professional Sales Practice**
- **Advanced Certificate in Professional Sales Management Practice**
- **Advanced Certificate in Account Management Practice**
- **Intensive Diploma in Strategic Sales Practice**

Visit www.cimacademy.com for more details

"The experience that I had of CIM Academy was great resources, friendly and helpful support staff and most importantly a strong focus on practical learning that I could apply in my role. I would recommend their courses to others"

Overview

The **CAM Diploma in Digital Marketing** provides knowledge on what digital marketing is about – the buzz words, current trends. This qualification covers Search Engine Optimisation (SEO), Pay per click (PPC), types of online advertising, email, viral marketing, online PR, affiliate marketing and social media. It also explores digital metrics, legislation, regulation and codes of practice.

This programme has been designed by CIM Academy and is based upon research undertaken by the CAM Foundation into what employers want their marketers to be able to do in the digital arena.

Who is it for?

- **Marketers who need an awareness of what is happening in digital marketing**

What you will learn

You will learn how to:

- **Appraise different planning approaches and marketing environmental factors that influence online marketing activity**
- **Discuss key stages in online development using relevant business models**
- **Analyse the way in which the Internet has changed the marketing mix elements and how to employ them creatively in the digital environment**
- **Apply relevant tools and concepts to measure and monitor an online marketing plan**
- **Explain the role of the essential elements of digital campaigns and the links between each technique**
- **Recommend improvements to a digital communications campaign**



Awards

This diploma consists of the following units:

- **Digital Marketing Essentials**
- **Digital Marketing Planning**
- **Marketing and Consumer Behaviour (double unit)**

Please note: You can sign up to study one unit, two units or the whole qualification with CIM Academy. We recommend that you sign up for the whole qualification or two units if possible to enable you to gain the greatest insight and confidence in the digital marketing area. Please see page 10 for pricing details.

"The practical nature of this qualification means I have been able to immediately apply some of the learned concepts in my working life"

Course structure and start dates

This blended learning programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor-led sessions with face to face practitioner workshop days in London.

The majority of study can be completed from any location* with the practitioner workshop days used to reinforce learning and allow for practical application.

Delegates will need to spend between 40 – 50 hours per unit studying online and reading.

There is one business related assignment per unit which requires 20 – 25 hours each to complete.

Benefits of blended learning

Benefits to this programme include:

- **Interact in live tutorials, group and one2one tutor led sessions from any location**
- **All coursework completed remotely – eliminating the time and cost of travelling to weekly classes**
- **Opportunity to review tutorials to consolidate learning**
- **Network with like minded individuals.**
- **Face to face workshop days to reinforce learning**
- **Access to a range of online resources**

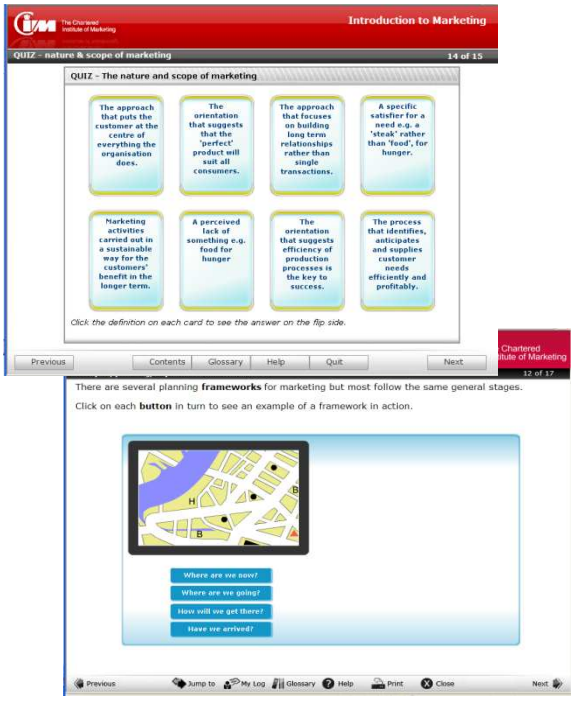
Location of workshops and dates

Workshops take place at Euston House in central London. For more details on our venue, please see page 8. Streams commence in January, September and July each year. Please see the separate course schedules on our website or contact us for exact dates.

Supporting you all the way - CIMCity – your online learning environment

CIMCity is the online learning community supporting you throughout your studies with CIM Academy. It provides access to online tutorials and allows you to collaborate with other delegates and course directors. It also offers support and assistance throughout your studies through the CIM Academy learner support team and course directors, who are online to provide assistance for both technical and course related queries, as well as provide encouragement and motivation with your studies.

CIMCity hosts a range of online tools, templates, podcasts and links to relevant reading that you can use in your workplace as well as in your assignments. These are all combined within a structured programme of learning to help you balance the challenge of a demanding work environment with studying for a professional qualification.



Course content

The **CAM Diploma in Digital Marketing** consists of the following units:

- **Digital Marketing Essentials**
- **Digital Marketing Planning**
- **Marketing and Consumer Behaviour (double unit)***

On the following pages, you will be provided with an overview of each of the units.

1.Digital Marketing Essentials

This unit aims to provide you with the skills and knowledge necessary in planning digital marketing campaigns within organisations. It 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 code of practice.

Assessment

This unit is assessed by a written, practical assignment.

Learning Outcomes

By the end of this unit you should be able to:

- **Explain the importance of digital campaign tools, planning, implementing and monitoring digital marketing**
- **Explain the importance 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 and explain how the digital communications mix can be measured and monitored effectively**

Course content

2. Digital Marketing Planning

This unit aims to provide you 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).

This unit will consider a range of environmental factors both internal and external (e.g. legal) that will shape and influence the e-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 addresses along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security.

Assessment

This unit is assessed by a written, practical assignment. You should carry out a digital marketing audit of an organisation of your choice. Based on the findings, you are required to develop a digital marketing plan that demonstrates relevant and effective planning, implementation and control elements within appropriate timescales.

Learning Outcomes

By the end of this unit you should be able to:

- **Appraise the different planning approaches and marketing environmental factors that influence online marketing activity**
- **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**

Course content

3.Marketing and Consumer Behaviour

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

Assessment

This unit is assessed by a written, practical assignment.

Learning Outcomes

By the end of this unit you should be able to:

- **Explain the role of the marketing plan and the 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**

Our training venue

Euston House, London

Workshops for the CAM Diploma in Digital Marketing take place at Euston House, London. As a purpose built training venue, situated just two minutes from Euston mainline and underground stations, and five minutes from Euston Square and Kings Cross, it is easily accessible nationwide, and an ideal location for our London workshops.



Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis, however, you do need to be at least 18 years old and have achieved a suitable competence in a marketing / marketing communications role, or hold any recognised UK degree, level 5 qualification or relevant level 3 qualification (e.g. CIM Professional Certificate in Marketing) or above in order to apply.

Our programmes are taught in English and all delegates are expected to have sufficient knowledge of both written and spoken English.



Exemptions

You do not need to complete the marketing and consumer behaviour unit if you are a graduate of the CIM Professional Certificate (level 4) in Marketing, Professional Diploma in Marketing, Professional Postgraduate Diploma in Marketing or the CAM Diploma in Marketing Communications. Other exemptions may apply – please contact us for further details.

Technical specifications

In order to fully participate in the programme, the minimum requirements for your laptop/desktop are as follows:

Windows

- **Microsoft® Windows® XP Professional or Home Edition with Service Pack 2, Windows Vista® or higher**
- **Internet Explorer v7 or later**
- **Netscape Navigator v7 or later**
- **Mozilla Firefox v3 or later**
- **Microsoft Office 2000 or higher (inc Word, Excel, PowerPoint)**

Windows hardware requirements

- **Intel® Pentium® II 450MHz or faster processor or equivalent (1GHz recommended when screen sharing)**
- **128MB of RAM minimum**

Macintosh

- **Mac OS X v10.4 or later**
- **Safari 2.0**
- **Mozilla Firefox 1.5.03**

Mac OS hardware requirements

- **PowerPC G3 500MHz or faster or Intel Core™ Duo 1.83GHz or faster processor**
- **128MB of RAM**

Additional requirements

- **Adobe® Flash® Player v8 or later**
- **Javascript enabled v6**
- **Broadband connection (Minimum bandwidth 56Kbps)**
- **Cookies enabled in your web browser**
- **Headset (or separate microphone/webcam and earphones) speakers are not recommended due to echo and feedback**
- **MP3 player (either Windows Media Player, QuickTime, Real player).**

To run a diagnostic test, please go to: **https://admin.acrobat.com/common/help/en/support/meeting_test.htm**

Alternatively, for further assistance, please call us on: **+44 (0)1628 427240.**

Bookings

Bookings should be made via the CIM Academy team at The Chartered Institute of Marketing. Please call us on +44 (0)1628 427240 or visit www.cimacademy.com and complete an online enquiry form. Please send an up-to-date CV with your booking.

Start dates

Streams commence in January, July and September each year. Please see the separate course schedules on our website for exact details or call the CIM Academy team.

All-inclusive price

The price for the CAM Diploma in Digital Marketing is £2,250 plus VAT. This includes tuition for all units, 24/7 access to CIM City and study materials. **Please note:** Unlike other study centres, **it also includes £140 of CIM student membership, £255 CIM assessments.** And we take care of the administration for you, leaving you to concentrate on your studies.

Alternatively, you can sign up to complete **individual units** of the qualification for which prices are as follows:

	Price
Digital Marketing Essentials	£750
Digital Marketing Planning	£750
Marketing and Consumer Behaviour	£1200

Please note: Save £300 if you sign up for the Digital Marketing Essentials and the Digital Marketing Planning at the time of booking.



Pay as you learn

We appreciate the pressure on budgets and that a number of delegates are self funding their studies, and so we offer staged payment options which literally means CIM Academy students can 'pay as they learn'. **Please note:** Conditions apply. Please contact us for more details

Be Brilliant

To find out more about CIM Academy qualifications
Contact: CIM Academy, The Chartered Institute of Marketing, Moor Hall, Cookham, Maidenhead, Berkshire SL6 9QH, UK
Call: +44 (0)1628 427240
Email: cimacademy@cim.co.uk
Complete an enquiry form at www.cimacademy.com