

**CHARTERED INSTITUTE OF MARKETING  
AWARDS IN DIGITAL MARKETING  
DISTANCE LEARNING COURSE**

**Who is it for?**

The Chartered Institute of Marketing Awards in Digital Marketing programme is for those working with digital marketing within marketing roles, but also suitable for individuals in more senior roles, particularly in SMEs, where digital marketing is only part of what they do. They are ideal for experienced marketers who wish to increase their knowledge of digital with this qualification giving students the practical skills and knowledge to devise and execute digital marketing activities to bring success to their organisation.

**Overview**

This course will provide the practicing marketer with:

- ✎ Relevant, contemporary digital marketing content to equip them for the current global landscape
- ✎ Knowledge, skills and understanding to be able to perform at operational and management levels and to carry out an essential and successful digital marketing role in the workplace

**The benefits of the Awards in Digital Marketing**

There are many benefits to this qualification, including:

- ✎ Take your next, or even first, steps on the path of a successful digital marketing career.
- ✎ Add value to your job by understanding digital marketing tools.
- ✎ Maximise on your professional development: study while working.
- ✎ Gaining these qualifications will begin to open doors that before seemed impossible.

**Qualification Modules**

The Awards in Digital Marketing pathway consists of two Level 4, and one Level 6 Awards, the Marketing Award being particularly helpful for those without prior marketing qualifications. Modules are:

**Level 4 modules**

**Marketing**

- ✎ The role and function of marketing
- ✎ Influences on customer behaviour
- ✎ The marketing environment and its effect on marketing planning
- ✎ Gathering relevant marketing information
- ✎ Marketing mix elements
- ✎ Satisfying customer needs through the marketing mix

**Digital Marketing**

- ✎ The disruptive digital environment
- ✎ Impact and influence of the dynamic digital environment
- ✎ Digital tools to enhance marketing
- ✎ Digital platforms and channels in context
- ✎ Digital activities for multichannel marketing
- ✎ Monitoring and measuring digital marketing effectiveness

**Level 6 module**

**Digital Strategy**

- ✎ The disruptive digital environment
- ✎ Key emerging digital marketing themes
- ✎ Strategic recommendations to acquire, convert and retain customers
- ✎ Agile response to changing customer behaviours
- ✎ Manage and optimise key channels and content
- ✎ Key digital measures

**Churchill House, 29 Mill Hill Road,  
Pontefract, West Yorkshire, WF8 4HY**

Tel: **01977 649000**

Web: **www.spa-pa.co.uk**

Email: **info@spa-pa.co.uk**



## **AWARDS IN DIGITAL MARKETING DISTANCE LEARNING COURSE**

### **Duration**

To complete all three Awards takes approximately one year although we provide flexibility to meet the needs of the individual student, modules are recommended in the following order:

- Marketing
- Digital Marketing
- Digital Strategy

### **Assessment Methods**

Each module has a separate assessment method:

- 📖 Marketing – multiple choice exam
- 📖 Digital Marketing and Digital Strategy – work based assignment

### **Materials Provided**

- 📖 Online tuition modules for each module – study at your own pace with video tutorials available whenever you are.
- 📖 Course resource manual
- 📖 Case study materials and questions for self-study analysis

### **Support**

- 📖 Full online and telephone support provided for all students during the course for exam, assignment and portfolio preparation
- 📖 For the assignment option full guidance is given throughout the preparation of the assignment.
- 📖 Students are expected to complete past exam questions for exam based modules, full feedback will be given for all questions completed. These are provided as part of the materials provided and are related to the various syllabus elements studied.
- 📖 Face to face discussions arranged on an individual basis where practical.

### **Cost**

- 📖 £1350 for complete course (three Awards) fully inclusive, £425 per individual Level 4 module and £600 for Level 6.
- 📖 Additional fees payable to CIM for membership and assessments

### **Enrolment and Payment:**

To discuss payment and enrolment for the course please contact us - we offer flexible options to suit individual students so please chat to us and find out what would suit you best.

Full terms and conditions available on request

Prices exclude VAT

Web: [www.spa-pa.co.uk](http://www.spa-pa.co.uk)  
Email: [info@spa-pa.co.uk](mailto:info@spa-pa.co.uk)

