

## **CAM FOUNDATION DIPLOMA IN DIGITAL MARKETING**

### **Course Overview:**

This dynamic qualification has been designed to provide you with underpinning knowledge of digital marketing principles and skills to undertake digital marketing planning. Covering Search Engine Optimisation (SEO), Pay Per Click (PPC), types of online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media along with digital metrics, legislation, regulation and codes of practice, the qualification provides a wide range of the latest skills needed for successful marketing.

You will gain skills and knowledge, understanding the fundamental planning concepts for online activities 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. This qualification ensures that you are equipped to deal with this shift and make the most of the new business opportunities on offer.

In addition, you will gain an understanding of the similarities and differences between traditional and digital marketing, along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security. Most importantly, you will learn to integrate activities online and offline.

### **Course Delivery:**

This course is delivered through distance learning with online tuition modules for syllabus input.

In addition email and telephone support is available for one-to-one support available as required

### **Duration:**

This course is delivered over a period of 12 months to allow time to study each unit and then prepare the assignment for submission.

### **Additional Support Provided:**

Introduction workshop to introduce requirements and expectations  
Comprehensive course materials  
CIM recommended textbook

### **Benefits gained:**

Gaining the Diploma in Digital Marketing qualification will:

- ✚ Keep you at the leading edge with new knowledge and skills
- ✚ Help you to build on your professional development and increase job security in a rapidly changing world
- ✚ Help you to extend your marketing knowledge to identify new business opportunities
- ✚ Provide you with a recognised digital marketing qualification through the world's largest organisation of marketing professionals

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## Qualification Content:

The CAM Foundation Diploma in Digital Marketing has three units:

- ✎ **Digital Marketing Essentials** - This unit provides candidates with the skills and knowledge necessary for digital marketing within organisations. The three sections are:
  - digital tools
  - their usage through planning and implementation
  - monitoring

The sections cover SEO, PPC, ad types, email marketing, viral marketing, online PR, affiliate marketing and social media, also looking at measurement of digital marketing activity.

Finally, legislation, regulation and codes of practice are examined.

- ✎ **Digital Marketing Planning** - Providing the skills and knowledge to understand the fundamental planning concepts for online activities together with key factors in implementation, measurement and evaluation of successful campaigns. Digital marketing, having evolved from a peripheral element of marketing to one which is at the hub of customer-centric communications in an increasingly multi-channel environment (e.g Mobile) requires appropriate planning, a skill learned through this unit. Considering a range of environmental factors, both internal and external, that shape and influence the digital marketing planning process, various e-business models are explored. In addition, similarities and differences between elements of traditional and digital marketing are addressed along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security.

- ✎ **Marketing and Consumer Behaviour (double unit)** - This unit introduces a range of consumer behaviour theories to provide the skills and knowledge necessary for managing marketing communications and brand support through digital marketing activities. By considering these basic behavioural concepts together with an overview of the marketing research process, this subject provides the skills and knowledge needed to enable them to undertake effective market segmentation and provide the structure and direction for digital marketing communications practice

## Assessment format:

Each unit of the qualification is assessed by assignment.

## Cost:

£1600 tuition fee payable to SPA Professional Academy for 3 units.

Individual unit fees available on request.

Additional fees are 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

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