

**CHARTERED INSTITUTE OF MARKETING
AWARDS IN DIGITAL MARKETING
EVENING STUDY 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

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AWARDS IN DIGITAL MARKETING EVENING STUDY COURSE

Duration

- 10 month programme:
- September ⇒ December – Marketing
 - January ⇒ March – Digital Marketing
 - March ⇒ June – Digital Strategy

Delivery format

- One evening per week
- Exam preparation workshop for Marketing
- Individual tutorials for Digital Marketing and Digital Strategy modules

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.

Venues

- 📖 Clayton Hotel (formerly Bewleys), City Walk, Sweet Street, Leeds, LS11 9AT.
or - The Quadrant, 99 Parkway Avenue, Sheffield, S9 4WG.
- 📖 Both convenient to City Centres, good parking and public transport links.

Cost

- 📖 £1500 for complete course (three Awards) fully inclusive, or £475 per individual Level 4 module and £650 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

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