

CHARTERED INSTITUTE OF MARKETING

DIGITAL DIPLOMA IN PROFESSIONAL MARKETING

DISTANCE LEARNING COURSE

Who is it for?

The new Chartered Institute of Marketing Digital Diploma in Professional Marketing is aimed at the professional marketer working in an operational, supervisory or management role who wishes to develop their knowledge and skills of digital techniques and their application across a range of marketing related areas to succeed and progress their career in marketing.

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 decision making within a digital marketing context at operational level and to carry out an essential and successful professional marketing role in the workplace

The benefits of the Digital Diploma in Professional Marketing

There are many benefits to this qualification, including:

- ▣ Gaining this qualification will begin to open doors that before seemed impossible.
- ▣ Take your next steps on the pathway to even more success in your marketing career.
- ▣ Add value to your job by understanding digital marketing tools and channels.
- ▣ Maximise on your professional development: study while working.

Qualification Modules

The Level 6 Digital Diploma in Professional Marketing consists of three modules, a pass being required for each of the three to achieve the full qualification.

Each module is distinct, self-contained award.

Modules are:

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

Driving Digital Experience

- ▣ Insights into digital customers
- ▣ Trends and innovation in the digital experience
- ▣ Digital metrics and analytics
- ▣ Reporting digital performance
- ▣ The digital customer journey
- ▣ Improving the digital user experience

Mastering Digital Channels

- ▣ Strategic options for channel selection
- ▣ Legal compliance in digital campaigns
- ▣ Effective management of digital channels
- ▣ Managing online communities
- ▣ Improving conversion rates for digital channels
- ▣ Current and future channel developments

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Duration

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

- Driving Digital Experience
- Mastering Digital Channels
- Digital Strategy

Assessment Methods

Each module is assessed by assignment. The assignments are employer driven, practitioner based, relevant and appropriate for organisation needs.

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

- ✎ £1650 for complete course (three modules) fully inclusive, £600 per individual module.
- ✎ Additional fees payable to CIM for assessment

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

