

CHARTERED INSTITUTE OF MARKETING

CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING

DISTANCE LEARNING COURSE

Who is it for?

The Chartered Institute of Marketing Certificate in Professional Digital Marketing is for those working in supporting marketing and digital marketing roles, usually within the marketing function, but also suitable for individuals in more senior roles, particularly in SMEs, where marketing is only part of what they do. This qualification gives candidates the practical skills and knowledge to devise and execute tactical digital marketing activities and gain marketing credibility.

Overview

This course will provide the practicing digital marketer with:

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

The benefits of the Certificate in Professional Digital Marketing

There are many benefits to this qualification, including:

- ▣ Gaining this qualification will begin to open doors that before seemed impossible.
- ▣ Take your next, or even first, steps on the pathway to a successful career in marketing.
- ▣ Add value to your job by understanding marketing tools.
- ▣ Maximise on your professional development: study while working.

Qualification Modules

The Level 4 Certificate in Professional Digital Marketing consists of three modules, the whole qualification is awarded with a pass for each module.

Each module is an individual Level 4 Award in Professional Marketing.

Modules are:

Mandatory modules

Applied Marketing

- ▣ Marketing contribution to organisations
- ▣ Customer behaviour across contexts
- ▣ Marketing environment impacts and trends and how they affect marketing
- ▣ Gathering relevant marketing information
- ▣ Application of the marketing mix
- ▣ Satisfying customer needs and business goals through the marketing mix

Planning Campaigns

- ▣ The process of planning a campaign
- ▣ Undertaking a situational analysis
- ▣ Developing a successful campaign plan
- ▣ Implementing a plan in practice
- ▣ Monitoring a marketing campaign
- ▣ Undertaking post campaign evaluation

Digital Marketing Techniques

- ▣ Digital marketing tools and techniques
- ▣ Applications of digital marketing
- ▣ Integrating digital and offline marketing
- ▣ Enhancing stakeholder engagement
- ▣ Developing a digital marketing plan
- ▣ Apply and adapt digital marketing analysis

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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:

- Applied Marketing
- Planning Campaigns
- Digital Marketing Techniques

Assessment Methods

Each module has a separate assessment method:

- Applied Marketing – multiple choice exam
- Planning Campaigns and Digital Marketing Techniques – 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 modules) fully inclusive, £475 per individual module.
- 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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