

## **CHARTERED INSTITUTE OF MARKETING DIPLOMA IN PROFESSIONAL DIGITAL MARKETING WEEKEND STUDY COURSE - LEEDS**

### **Who is it for?**

The Chartered Institute of Marketing Diploma in Professional Digital 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 Diploma 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 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 Diploma in Professional Digital 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:

#### **Marketing and Digital Strategy**

- ✎ Current and future external and internal environments
- ✎ Information to recommend and inform strategic decision making
- ✎ Strategic marketing plans to realise organisational objectives
- ✎ Resources to deliver the plan
- ✎ Continuous improvement

#### **Digital Optimisation**

- ✎ The changing digital environment
- ✎ Insights from the digital environment
- ✎ Responding to changing customer needs and behaviours
- ✎ Conversion optimisation plans
- ✎ Digital metrics and analytics
- ✎ Key digital measures for optimisation

#### **The Digital Customer Experience**

- ✎ Strategic options for channel selection
- ✎ Insights into digital customers
- ✎ Digital channel management
- ✎ Legal compliance in digital campaigns
- ✎ The digital customer journey
- ✎ Improving the digital user experience

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## DIPLOMA IN PROFESSIONAL DIGITAL MARKETING WEEKEND STUDY COURSE

### Duration

10 month programme:

- September ⇨ December – Marketing and Digital Strategy
- January ⇨ March – Digital Optimisation
- March ⇨ June – The Digital Customer Experience

### Delivery format

Four one day workshops per module

Individual tutorials for assignment preparation support for all modules

### Assessment Methods

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

### Materials Provided

- 📖 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

### Venue

- 📖 Clayton Hotel, City Walk, Sweet Street, Leeds, LS11 9AT.  
Convenient to City Centre, good parking and public transport links.

### Cost

- 📖 £1950 for complete course (three modules) fully inclusive, £700 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

