

CHARTERED INSTITUTE OF MARKETING

FOUNDATION CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING

DISTANCE LEARNING COURSE

Who is it for?

The Chartered Institute of Marketing Foundation Certificate in Professional Digital Marketing is aimed at those either in a job that already involves digital marketing or those who wish to find out about digital marketing with the intention of starting out on a marketing career. It is also suitable for individuals in more senior roles, particularly in SMEs, where marketing is only part of what they do. Students will be able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

Overview

This course will provide students with:

- ✎ Relevant, contemporary digital marketing content to equip them for the current global landscape
- ✎ Knowledge, skills and understanding to be able to perform in a support level role and to carry out an essential and successful professional digital marketing role within the workplace.

The benefits of the Foundation 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 digital marketing.
- ✎ Add value to your job by understanding digital marketing tools.
- ✎ Maximise on your professional development: study while working.

Qualification Modules

The Level 3 Foundation Certificate in Professional Digital Marketing consists of two mandatory modules:

Marketing Principles

- ✎ The role and function of marketing within organisations
- ✎ Factors that influence consumer behaviour
- ✎ Key components of the marketing environment
- ✎ Collecting relevant information about the marketing environment
- ✎ The concept and elements of the marketing mix
- ✎ How the marketing mix is applied in different contextual settings

Digital Fundamentals

- ✎ Impact of digital technology on marketing activities
- ✎ Effect of digital technology on customers
- ✎ The use of digital marketing tools
- ✎ Developing digital marketing content
- ✎ Develop digital marketing campaigns
- ✎ Methods for measuring digital marketing campaigns.

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Duration

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

- Marketing Principles
- Digital Fundamentals

Assessment Methods

Each module has a separate assessment method:

- Marketing Principles – multiple choice exam
- Digital Fundamentals – portfolio 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, and assignment 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

- £800 for complete course (two modules) fully inclusive, £425 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

