



**The CAM Diploma in Digital Marketing accredited by  
The Chartered Institute of Marketing**



**Accredited Study Centre**  
2014-2015



## Developing your skills to undertake effective digital marketing

The dynamic qualification will provide you with the essential knowledge and skills you need to plan, implement and monitor effective digital marketing campaigns and contribute to operational marketing plans.

You'll learn what digital marketing is about, including understanding the buzz words and main trends.

**Get a professional, academic & worldwide recognised qualification in as little as 12 weeks**

Digital marketing has evolved from a peripheral element of organisational marketing to one which is at the hub of customer-centric communications in an increasingly multi-channel environment.

The digital marketing course will ensure that you are equipped to deal with this shift and make the most of the new business opportunities on offer.

## Who is the Diploma in Digital Marketing for?



This qualification is designed for those who currently work in marketing or are seeking to enter the industry and want to gain more specialist knowledge of digital marketing.

This diploma is ideal if you are developing and implementing digital marketing plans or working in an online team.

It will teach you the essentials to understand fundamental digital planning concepts.

But no matter what your role is in your company, you will benefit from gaining insight into today's digital arena.

Ideal if you want an invaluable asset for your CV and marketing career.

If you have a relevant marketing qualification, you may receive an exemption of up to 50% of the course.

## The Course Covers;

- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Types of online advertising
- E-mail marketing, viral marketing
- Online PR
- Affiliate marketing
- Social media
- Digital metrics
- Regulation and codes of practice

## Key points:

- The diploma consists of 3 units at level 4 and all units are assessed by assignment – There are no exams
- We offer the course through online distance learning – start anytime as we have a rolling enrolment
- Costs £849 + VAT or £79 + VAT a month (The CIM charge £2500)

## 5 Great Reasons to study with Business Consort

1. Business Consort are the **cheapest of all the 20 x study centres worldwide** who offer the Diploma in Digital Marketing - by at least 60%

Our tuition fees are only £849 + VAT plus we offer flexible payment options from only £79 a month!

Only 90 minutes per week  
for 12 weeks

2. We **train from a practitioner's point of view** as we practice what we preach as a digital agency so have a far greater knowledge to offer our students.

3. We provide **unlimited and personal course support** through the online learning community, webinars, email, Skype, you can also book tutor calls through our online system at a time to suit you! The course is designed for busy professionals so you can complete your studies by dedicating about 90 minutes a week.

4. Our student pass rate and grades are excellent. See our article about - **We are also extremely proud to announce that The Awarding Body at The Chartered Institute of Marketing (CIM) has commended Business Consort Ltd for the excellent standard of results achieved.**

5. Our method of teaching is through on the job learning and coursework can be used in student portfolio.

**83% of our students have either gained a pay rise or promotion or found a new job in the digital marketing arena** with average salaries reaching in excess of £50-100K

CAM Diploma in  
Digital Marketing

Learn how to plan, implement and monitor effective digital marketing campaigns using tools such as SEO, PPC, online advertising, e-mail marketing and social media. Digital metrics, regulation and codes of practice are also covered.

Find out more about the [Diploma in Digital Marketing](#)

[Watch our 60 second video now](#) to learn more about Business Consort.

Check out our [Blog](#) to keep to date with latest tips, trends and digital news



## Do I qualify?

Entry requirements – All candidates must have achieved at least one of the following:

- Have suitable competence in a marketing communications role.
- Hold any general Bachelor's or Master's degree.
- Hold a CIM Introductory Certificate in Marketing (Level 2 or 3).
- Have an NVQ or SVQ Level 4 in any other subject (UK – equivalent to NGF Level 4 and above).
- Hold an International Baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4.

**If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV**



## Course Tutor



This training course will be hosted by **Dawn McGruer FRSA**.

Dawn is a strategic digital & social media marketing trainer, practitioner, consultant, author and blogger who has over 15 years of experience in the digital marketing arena.

She is also the Director of Business Consort which was established in 2005 and has developed it into one of the world leading training organisations which is accredited by The Chartered Institute of Marketing.

With over 2 million subscribers Dawn has become a key influencer in this area and provides Social Media and Digital Marketing Training Courses including the **CAM Diploma in Digital Marketing**.

She has trained 1000's of organisations including some of the world's largest Global brands across most industries.

Dawn has also just been invited to become a **Fellow of the RSA – The Royal Society for the encouragement of Arts, Manufactures & Commerce** founded in 1754.

This invite comes as recognition of her expertise in the field of social media marketing and her work to raise awareness of the advantages of social media to business owners.



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## What our students say

### [Fast Track Digital Marketing Training \(2-Day\) London + Diploma Upgrade](#) – Jill. H (November 2015)

*Really excellent 2 days, brilliantly structured with both strategy frameworks and practical tools. Dawn was a fantastic tutor who shared her extensive knowledge and expertise with warmth and humour. Has totally charged me up to do the Diploma.*

### [On Diploma in Digital Marketing \(Online\)](#) – Micheal. B (March 2015)

*The perfect training solution - We have signed up our new digital marketing executive to the diploma course. His feedback of the course has been very positive. We're delighted to find a training provider with such a vast range of courses and modules, we will be using business consort for further training to meet the growing needs of our business.*

### [Digital Marketing Fast Track London + Diploma Upgrade](#) – Lauren.A (November 2015)

*This is my 3rd course with Dawn now and they are always excellent! This one in particular has opened my eyes to what is affecting the company I work for and how to improve them. I am continuing my studies with Dawn and doing to Diploma as well and I am confident with Dawn's teaching I will be successful in doing so. I definitely recommend this course!*

### [Fast Track Digital Marketing Training \(2-Day\) Manchester + Diploma Upgrade](#) – Rachel.T (November 2015)

*Great value - fast paced delivery packed with practical tips and strategic insight*

*I was looking for a course that had CIM accreditation and offered a decent amount of depth - I wanted more than a course that focused on automation, scheduling and tools. I wasn't disappointed. Dawn was very credible and had an open and friendly delivery style and I got more than I expected from the day's training.*

95% of UK employers see the CAM Diploma in Digital Marketing as the qualification to attain – Source: [www.cim.co.uk](http://www.cim.co.uk) 2013





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## MOST DESIRABLE SKILLS



*Analytics*

Talent Gap

37%



*Mobile marketing*

Talent Gap

29%



*Email marketing*

Talent Gap

27%



*Content marketing*

Talent Gap

27%



*Social media*

Talent Gap

27%

### Not sure of the benefits for you or your employees in gaining a diploma in digital marketing?

Digital skills are one of the most highly sought after by businesses. According to LinkedIn, Social media was one of the top 25 skills employers were looking for in 2013. Another was the general concept of digital and online marketing.

There is a [huge digital skills gap](#) - A study by [Capgemini](#) rated social media as one of the top three digital skills essential to the success of a company. Recent job market analysis found there are currently 4,500 jobs in Ireland which cannot be filled because there are not enough talented individuals.

Check out these popular articles on our [Blog](#)

- [Essential Skills of A Digital Marketer](#)
- [A Day in the Life of An Internet Marketing Guru](#)
- [Bridging the Digital Skills Gap](#)
- [Plugging The Digital Skills Gap](#)
- [Why You or Your Employee/s Need a Digital Qualification](#)
- [Digital Marketing Salaries 2014](#)
- [Skills of A £100K Digital Marketer](#)
- [Digital Marketing Strategy Infographic](#)
- [The Anatomy of A Successful Digital Marketing Plan](#)
- [The Importance of Social Media And Doing It Right](#)
- [Social Media Fails & Digital Disasters](#)



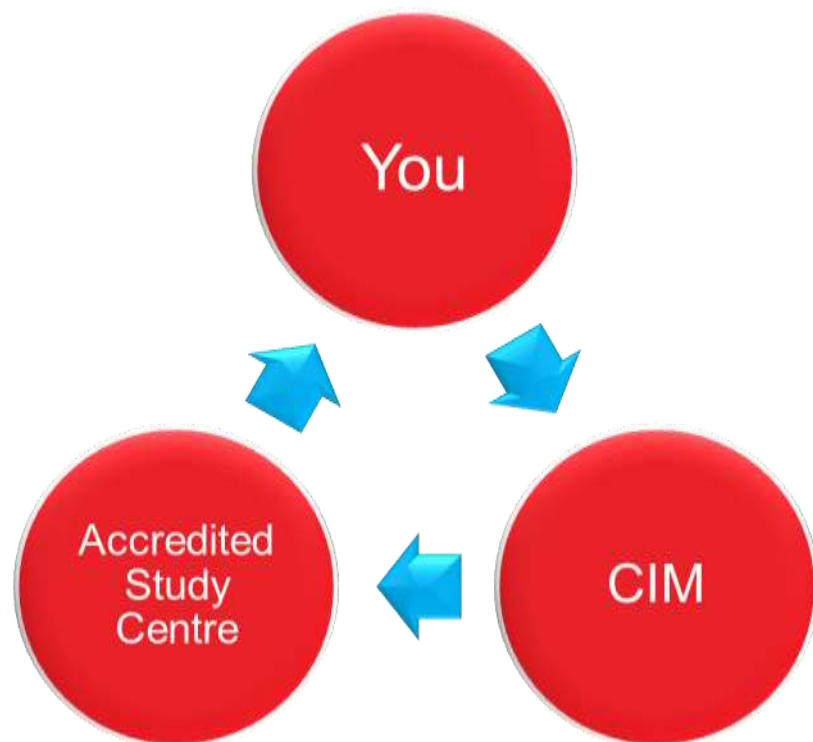
## About CIM:

- 35,000 members worldwide.
- Improving the skills of marketing practitioners and working on developing the marketing profession.
- Core business is membership, qualifications and training.
- The only Professional marketing organisation that offers internationally recognised qualifications.

## Why get a professional qualification?

- Improve your employment prospects.
- Gain credibility - proof of your competence and ability as a marketer.
- Learn new skills and techniques - become even better at your job.
- Work would like you to do it!

**All three parties have a role to play in your success whilst you are completing your qualification:**



## Your Next Steps

You must be enrolled with a study centre – Once you enrol with Business Consort we will guide you through every step from that point.



## Enrol with a study centre

Then register with CIM as a studying member



## CIM Assessments

Register for your CIM assessments.



## Chartered CPD Programme

Register for the programme

All you need to do to start the Diploma in Digital Marketing is enrol with Business Consort your Chartered Institute of Marketing accredited study centre.

Then you will receive a welcome email within 15 minutes and you are ready to get started!



Accredited Study Centre  
2014-2015



### CIM Assessment Dates

There are no exams just coursework that you will need to complete for each of the three modules which take the form of practical reports, briefing papers, presentations and digital and social media plans that you would actually need to create in any digital marketing role in business today.

**They are relatively short pieces of work ranging from 1500 to a maximum size of approximately 4000 words which is about 8 or 9 - A4 pages in length.**



These are not essays and many students actually use these tasks to audit and enhance their own businesses so students learn on the job through practical application of what they are studying.

You choose when you wish to submit your work once you have a study plan call with your tutor which follows your induction call. This will be based on the amount of time you have per week to dedicate to your studies and you can submit any amount of modules per assessment.

The CIM host regular submissions so most students will aim to submit at least one module every quarter but some will submit 2 or 3 at a time. The choice is entirely yours so you can study at a pace that suits you!

## 3 SUBMISSIONS A YEAR FOR ASSESSMENT BY THE CIM

1. APRIL
2. JUNE
3. DECEMBER



### Costs of studying

#### CIM Registration Fee

**CIM membership** – To study the qualification you are required to become a member of the CIM.

Your membership provides you with a wide range of benefits including;

- Access to marketing resources
- Studying and professional support
- Plus career enhancing opportunities such as the Chartered CPD Programme.

The simplest way to join is as an Affiliate which costs £144 (£100 if you live outside of the UK and Western Europe).

## CIM Assessment Entry Fees

**Assessment fees** are £85 per unit (3 units in total).

- Digital Marketing Essentials £85
- Digital Marketing Planning £85
- Marketing and Consumer Behaviour £85

**If you have a relevant marketing qualification, you may receive an exemption of up to 50% of the course.**

This could mean, for example, that you would only need to study two units for the Diploma in Digital Marketing to achieve your qualification – meaning you will not have to submit coursework for the Marketing Consumer Behaviour unit.

**Please Note:** Please note there is an £85 fee payable to cover the costs of reviewing an application and if approved recognising, accrediting and ratifying a unit from one qualification to another.

Please note only one exemption is available per qualification.

## Tuition Fees payable to the study centre

Business Consort 2 ways to study;

1. Blended Learning - £1249 + VAT (online studies supported with face-to-face training courses)
2. Online Distance Learning - £849 + VAT (online studies)

If for any reason circumstances mean you cannot complete the course in the one year subscription included in your tuition fee we do offer flexible renewal options to extend your studies for another 6 months for only £149 + VAT OR £249 + for another 12 months.

Payment Plans to finance your learning

**You can study the Diploma in Digital Marketing for as little as £79 + VAT a month – [See all options and read more...](#)**

## CIM Membership benefits and study resources

Business Consort offer 2 ways to study and we offer an open enrolment so students can start straight away.

- 1.) Students studying through our [fully online instant access option](#) which is ideal for those who want to study at a time that suits them will study remotely through our state of the art online learning community which allows students to complete your qualification through intensive/online learning.

This method is supported by prepared video tutorials, materials, guides, online resources, digital versions of the reading list books and direct contact with your course tutor through the learning community, email and phone.

Plus our downloadable App means **you can study at your own pace, anytime & anywhere!**

- 2.) The [blended learning option](#) offers the best of both worlds as you can access the learning community anytime you want and study at your own pace plus you are supported with fast track face to face sessions –
- Students can attend **2-day Fast Track digital marketing course** in our [London](#) or [Manchester](#) training venues – All course materials are included as well as lunch and refreshments throughout the day. We supply you with an array of dates and venue options and you choose the ones that best suit you!

All study options include course materials, digital versions of the reading lists and unlimited tutor support.

### Specialist Digital Unit Awards

You can now do individual units from the CAM diploma qualifications and gain Awards in your chosen units.

The following Digital Marketing units are available to take as short online qualifications and are accredited by The Chartered Institute of Marketing:

- [Digital Marketing Essentials Award](#)
- [Digital Marketing Planning Award](#)
- [Marketing & Consumer Behaviour Award](#)

Duration: 3 to 4 months per module

Our recommended pathway for most students is to achieve the Diploma in Digital Marketing which combines the above the 3 units but you can choose to enhance your knowledge further by studying these as individual specialist units.

These specialist digital unit awards can be studied standalone (without studying the Diploma in Digital Marketing).

As soon as you enrol you can start the course straight away – We will send you a welcome email and log in details for the learning community (there are no exams).

You can choose when you want to submit your coursework to give you enough time if you are working full time – Submission dates are quarterly.

## What support will you get?

In addition to your tutor support we host a Tuesday and Friday clinic so all students can book a call with their tutor through our online booking system at a time that suits them to talk through current campaigns at work and gain advice for areas of improvement as well as seeking help with coursework.

Each student will also be given their tutors mobile number, direct email address and the online learning community offers the ability to ask questions about the course along the way as well as see what other students are posting and asking.

We also provide senior examiner reports that review actual students work from previous submissions that highlight examples of good coursework as well as examples of what not to do.

Plus we provide examples of our own past students work who gained A or B grades to see what your coursework should look like in terms of content (and referencing), format and layout.

We also provide podcasts that cover each assignment from the examiners point of view whereby they explain exactly what they require you to do in great detail.

Our average pass grade is a B and we have a 99% pass rate across all modules we put this down to our personal one-to-one support with students.

## Student Discount Card

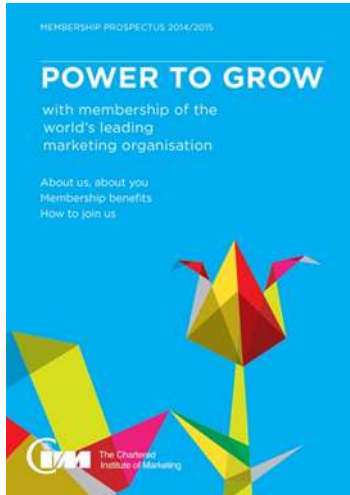
As a Business Consort student you can also access discounts for our other courses and services plus you can apply for an NUS extra card – any age – no restrictions and lots of great discounts!



## CIM studying membership provides

Once you enrol Business Consort will send you a welcome email with all your next steps and joining the CIM will be one of those steps – You can join online or send in a paper application.





In addition to the resources Business Consort supply as a study centre the CIM also offer students an array of resources that will help with their studies too.



## CIM Knowledge

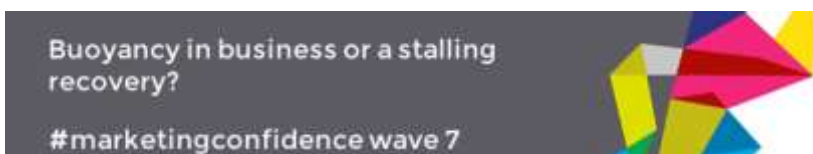
**The Marketer magazine** – Bringing you the latest thinking, stimulating articles and interviews from leading global experts and guest writers.



**Cutting Edge** – Keep on top of the very latest marketing and business development in our weekly updates.



**Market research** - Access to definitive insight and trends including the Marketing Rewards Survey plus Mintel, Key Note and reports.



**Marketing library** - Visit our extensive library of marketing books, publications and research papers. We can also offer tailored research support.



**Research papers** - Take advantage of our thought leadership and marketing innovation papers from leading marketing professionals and academics.

**CIM** The Chartered Institute of Marketing

CIM Membership  
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Home > Research > Papers and surveys

## Papers and surveys: new thinking and analysis on hot marketing topics

### Research papers

Our research papers, policy papers and white papers set out the latest thinking on topics affecting the marketing profession. The papers aim to set out the issues as well as analysing the drivers, implications and solutions, before taking you through the next steps and setting out our position on the issues.

You can access our past papers [here](#).

#### Latest paper - Women in Marketing

Are women in our profession victims of a glass ceiling? The 2012/13 Croner Marketing Rewards survey highlighted that the pay gap between men and women was the lowest it has been in 10 years but at director level there is still a 2.7% variance. Furthermore, latest labour market data shows us that there are nearly 3.5 times more male marketing directors than female. Whilst marketing, as a profession, may be ahead of others this data suggests that there is still more work to be done.

## CIM Support

### Marketing Expert

**marketingexpert**

Login to your 'MyCIM' account on the main CIM website to get full access to:

- Practical Insights webinars.
- Marketing audit, strategy and planning guides.
- 200+ briefs and templates.
- Legal guidance.
- Consultants' Directory.

### Practical Insights webinars

- Our free, one hour interactive webinars delivered by experts from their specific area of marketing.
- Within the Practical Insights area of Marketing Expert, you can book for upcoming, live webinars and view recordings of previous webinars including:
  - 'Latest trends in Social Media'
  - 'Why do I need a brand? An introduction to branding'
  - 'SEO: climb to the top of Google rankings'
  - 'E-mail marketing'



# Personal Development & Growth



## The Chartered CPD Programme

You will receive a certificate after course completion for 35 CPD hours within [The Chartered Institute of Marketing's Chartered CPD Programme](#) as well as your Diploma award upon achieving successful grades for your coursework.

### What is continuing professional development (CPD)?

- The term for updating and improving your knowledge and skills throughout your working life.

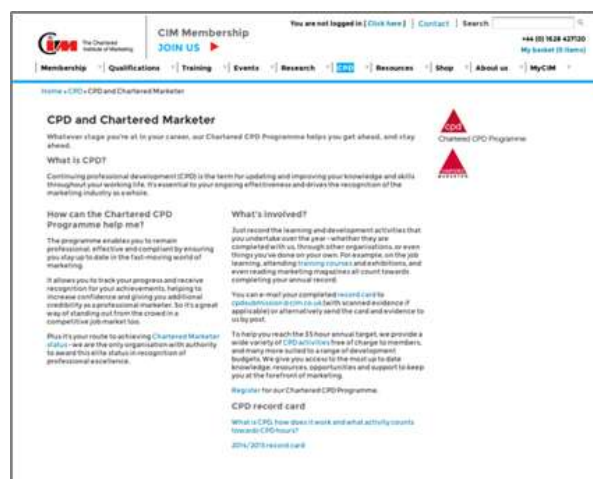
### Benefits of the Chartered CPD Programme:

- Receive tangible recognition for your achievements and gain increased notability as a professional marketer.
- Stand out from the crowd in a competitive job market, as it proves your professional commitment to employers, colleagues, customers and suppliers.
- Provides a framework for recording all the work you undertake to update and improve your marketing and business knowledge and skills.
- First step towards achieving [Chartered Marketer status](#)
- Exclusive to members and free to register.

Actively studying for a CIM/CAM qualification may allow you to claim the full annual requirement of CPD hours for the CPD year.

### What counts?

- You can work towards the annual requirement of 35 hours as flexibly as possible across ten categories.
- CIM will recognise each completed year of CPD activity by issuing you with an 'Evidence of Development' certificate to certify your commitment to on-going learning.



[Read more](#) about what counts towards your CPD hours as well as your route to achieving Chartered Marketer Status.



## FAQ's

### How will I learn?

This course is delivered fully online, through live weekly sessions or as a blended study option which combines online with face-to-face learning.

### How long will it take?

We suggest you allocate about 90 minutes a week for 12 weeks. The syllabus takes about 12 weeks to complete but you will need to allow another 12 weeks to research, read the books for the course and complete the assignments (coursework) – There are no exams.

### What help & support will I get?

You have access to ask questions direct to your tutor through the on demand learning community as well as the ability to connect and network with other learners. In addition, you will be able to reach your tutor by phone and contact via email too.

### Why choose Business Consort as your Accredited Study Centre?

We have addressed the new need of busy individuals who want to further their learning but don't have time to take out of their schedules by delivering the course fully online, through live online sessions and blended so you can learn through a method that suits you.

Our delivery methods are constructed to ensure tutors have time to spend dedicated time with each individual to help them achieve their Diploma in Digital Marketing.

Plus we are by far the most cost-competitive option versus any other study centres or delivery method.

### How much does it cost?

From only £849 + VAT and all course materials & course support are included. In addition we also offer flexible payment plans.

### Are there any other fees to consider?

**The qualification comprises of the following 3 units & you will need to complete a written assessment for each one** - Digital Marketing Essentials, Digital Marketing Planning and Marketing and consumer behaviour

In order to take a qualification you need to become a studying member of The Chartered Institute of Marketing – The simplest way to join is as an Affiliate which costs £144 (£100 if you live outside of the UK and Western Europe).

There are 3 modules to be assessed for the Diploma and each assessment fee is £85. These are both paid direct to The CIM & all details will be included in your welcome email.

### Who is this for?

The new qualification is designed for those wanting to work in marketing or marketing professionals who want to specialise knowledge & understanding of what digital marketing is & how it relates to the marketing industry & turn that knowledge into successful marketing strategies.

**No matter what your role in the company you will benefit from gaining insight into today's digital arena.**

# Syllabus

- Search Engine Optimisation (SEO)
- Pay Per Click (PPC)
- Types of online advertising
- E-mail marketing, viral marketing
- Online PR
- Affiliate marketing
- Social media
- Digital metrics
- Regulation and codes of practice

The qualification comprises the following 3 units;

**Digital Marketing Essentials** (10 credits) This unit aims to provide candidates with the skills and knowledge necessary in planning digital marketing campaigns within organisations.

**Digital Marketing Planning** (10 credits) This unit aims to provide students with the skills and knowledge to understand the fundamental digital marketing planning concepts for an organisation together with key factors involved with the implementation, measurement and evaluation of successful campaigns.

Online marketing has evolved from a peripheral element of organisational marketing to one that is at the hub of customer-centric communications in an increasingly multi-channel environment (e.g. Mobile).

**Marketing and Consumer Behaviour** (20 credits) (Exemptions are available for this unit from previous relevant marketing qualifications) This unit aims to provide candidates with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations.

The unit explains the links between communications and marketing and provides knowledge of fundamental theories and techniques of research and consumer behaviour, and their application to marketing communications.

## Learning outcomes

- Appraise different planning approaches and marketing environmental factors that influence online marketing activity
- Discuss key stages in online development using relevant business models
- Analyse the way in which the Internet has changed the marketing mix elements and how organisations employ them creatively in the digital environment
- Apply relevant tools and concepts to measure and monitor an annual online marketing plan

The syllabus contains a summary of each unit's characteristics, learning outcomes and the mark weighting that has been allocated to each – a good indicator of how much time to spend on each topic. View 2014 – 2015 [reading list](#) – We supply a variety of books in digital format at no additional cost.

## SYLLABUS - DIGITAL MARKETING ESSENTIALS (10 Credits)

This unit aims to provide candidates with the skills and knowledge necessary in planning digital marketing campaigns within organisations. The three sections of the unit cover campaign tools and their application, as well as monitoring digital marketing.

The unit covers search engine optimisation (SEO), pay-per-click (PPC), new and emerging advertising media, e-mail marketing, viral marketing, online PR, affiliate marketing, e-commerce and social media. It also looks at digital metrics in the form of voice of the customer (VOC), A/B tests and usability studies. Legislation, regulations and codes of practice are examined.

### Overarching learning outcomes

On successful completion of this unit, candidates will be able to:

- Explain the importance of digital media channels, planning, implementing and monitoring digital marketing
- Explain the role of the essential elements of digital campaigns and describe the links between each technique
- Explain how digital media channels can be coordinated to make them more effective than when used individually
- Discuss how digital communications campaigns can be evaluated
- Recommend improvements to a range of digital communications campaigns
- Explain how digital marketing campaigns can be measured and monitored effectively

### Knowledge and skill requirements

#### Element 1 Campaign planning - Weighting 30%

1.1 Explain the role of digital marketing within the marketing mix:

- |              |                      |
|--------------|----------------------|
| 1. Product   | 5. People            |
| 2. Price     | 6. Process           |
| 3. Place     | 7. Physical evidence |
| 4. Promotion |                      |

1.2 Explain the principles of digital marketing campaigns:

- |  |  |
|--|--|
| • Customer and market insights                   | • Selecting digital media channels and budgeting |
| • Goal setting and tracking                      | • Content and lead generation                    |
| • Reaching and acquiring prospects and customers | • Conversion and e-commerce                      |
|  | • Engagement and retention                       |

1.3 Describe hardware platforms available and the implications of technological advancements:

- |                            |   |
|----------------------------|---|
| • Mobile devices           | • Interactive signage                             |
| • Gaming platforms         | • Other fixed connected platforms (i.e. Smart TV) |
| • Indoor and outdoor kiosk |   |

## 1.4 Evaluate digital media channels and techniques:

- Search marketing
- E-mail marketing
- Online PR
- Social media and viral marketing
- Online and display advertising
- Partnerships and affiliates

## 1.5 Discuss the impact of legislation, regulations and codes of practice on digital marketing campaigns:

- Data protection and privacy law
- Disability and discrimination law
- Brand and trademark protection
- Intellectual property rights
- Contract law
- Online advertising law

**Element 2 Using digital media channels - Weighting 40%**

## 2.1 Define and explain the digital marketing communications mix:

- Advertising
- Public relations
- Sales force
- Sales promotion
- Direct mail
- Other specific tools (sponsorship and others)

## 2.2 Demonstrate an understanding of the application of search marketing:

- Search engine optimisation (SEO)
- Paid placements or sponsored links using pay-per-click (PPC)

## 2.3 Demonstrate an understanding of the application of different display advertisement types available:

- Banner ads
- Social media ads and targeting options
- Ad/content networks and re-marketing
- Mobile ads
- Ad format and creative

## 2.4 Demonstrate an understanding of the application of different online PR activities available, distinguishing between pro-active and reactive:

- Communicating with media owners
- Online press release and distribution
- Blog, podcasting, RSS feeds and widgets
- Reputation management
- Supporting other digital media channels, i.e. search marketing

## 2.5 Demonstrate an understanding of the application of e-mail marketing:

- Opt-in e-mail marketing
- Measuring e-mail marketing
- Creative, relevance, targeting and timing
- E-mail service providers

## 2.6 Explain the importance of setting up online partnerships to reach new audiences:

- Affiliate sites and networks
- Price comparison and review sites
- Online sponsorship
- Co-branding

2.7 Demonstrate an understanding of the application social media and viral marketing activities available:

- Social networks
- Social blogging
- Social streaming
- Social bookmarking
- Social customer service
- Social search
- Social commerce

2.8 Explain the role of marketing automation:

- Attract visitors
- Capture leads
- Nurture prospects
- Convert sales and e-commerce
- Deliver and satisfy
- Upsell customers
- Build affiliates and referrals

### Element 3 Monitoring and measuring digital marketing campaigns - Weighting 30%

3.1 Explain how the role of marketing research applies to digital marketing and how metrics must match business, marketing and communications objectives:

- Purpose
- Population
- Procedure
- Publication

3.2 Explain the purposes of measurement for digital campaigns:

- To measure marketing productivity
- To examine product, promotion, place, price decisions
- To examine return on marketing investment (ROMI)
- To evaluate customer satisfaction and involvement
- To access market insight tools to measure market share and forecast demand
- To examine visitor trends, context, loyalty, patterns
- To measure digital influence

3.3 Explain the populations measured in digital campaigns:

- Affiliate networks
- Social networks
- Customers and non-customers
- Visitors
- Others

3.4 Demonstrate an understanding of the application of the procedures used for measuring digital campaigns:

- Primary and secondary data
- Onsite (log files and tagging)
- Offsite (panels, VOC)
- Experimentation (A/B tests, usability studies)
- Tracking studies
- Conversion funnels
- Monitoring comments on social media

3.5 Explain publication aspects of digital campaigns measurement:

- Reports, presentations and dashboards
- Key performance indicators (KPIs)
- Web analytics tools
- Best performing channels
- Visitor and content interaction
- Importance of correct dissemination of data
- Conversion rate optimisation



## SYLLABUS - DIGITAL MARKETING PLANNING (10 Credits)

This unit aims to provide candidates with the skills and knowledge to understand the fundamental digital marketing planning concepts for an organisation, together with key factors involved with the implementation, measurement and evaluation of successful campaigns.

Digital marketing has evolved from a peripheral element of organisational marketing to one that is at the hub of customer-centric communications in an increasingly multi-channel environment (e.g. mobile, tablets and social media).

The unit will consider a range of environmental factors both internal and external (e.g. legal) that will shape and influence the digital marketing planning process.

Various digital models will be explored. In addition, similarities and differences covering the mix elements in traditional and digital marketing will be addressed, along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security with the emphasis on the digital environment.

### Overarching learning outcomes

On successful completion of this unit, candidates will be able to:

- ☑ Appraise different digital planning approaches and marketing environmental factors that influence online marketing activity
- ☑ Review the similarities and differences between digital and traditional marketing concepts and applications
- ☑ Discuss key stages in online development using relevant business models
- ☑ Analyse the ways in which the internet has affected the marketing mix elements and how organisations employ them creatively in the digital environment
- ☑ Review the importance of target marketing and emerging digital buyer behaviour characteristics and how organisations can respond to meet changing behaviour and expectations
- ☑ Apply relevant tools and concepts to design, measure and monitor an online digital marketing plan

### Knowledge and skill requirements

#### Element 1 Digital and traditional marketing concepts and applications - Weighting 10%

##### 1.1 Review the importance of customer focus for effective digital marketing planning:

- The importance of acquisition, retention and loyalty
- Importance of 'word of mouth' in the world of social networks
- Identify target market(s)
- Research customer needs online
- Develop a digital 'mix' for target audiences
- Select strategies and tactics for the chosen market

1.2 Evaluate the reasons for the shift in digital consumer power:

- Reduced search costs and effort
- Product and price comparisons
- Power of social media for product review and customer dialogue
- Online consumer choice and convenience
- Availability of product (logistics)

1.3 Appraise the key elements that contribute to the digital customer experience:

- Added value
- Interaction
- Convenience
- Customisation

1.4 Analyse how digital and traditional marketing compare in terms of:

- Cost and measurability using appropriate digital metrics
- Real-time marketing
- Market reach and 24/7 operations

1.5 Discuss how digital campaigns can offer marketers more creative, flexible and responsive opportunities:

- The application of integrated campaigns using multiple channels
- E-mail marketing campaigns embedding online video that drive website traffic
- Viral/advergaming/social media campaigns
- Tracking of digital customer behaviour

## Element 2 Digital business models - Weighting 10%

2.1 Appraise the internet as a vehicle for revenue generation using different revenue streams, such as:

- Digital sales revenue
- Affiliate marketing and other forms of commission
- Subscriptions and other membership models
- Revenue from advertising and pay-per-click
- Campaign partnerships
- Lead generation
- Network marketing

2.2 Evaluate the stages in digital adoption from e-mail/static sites to the transformed organisation and how it can focus the online plan:

- Minimal web presence, e.g. static pages and basic information
- Website with fundamental interactions, e.g. e-mail but no sales
- Website developed for online transactions and self service capabilities
- Fully interactive with transformed business and integrated with customers and business partners

2.3 Appraise different types of digital transactions and relationships and their impact on planning:

- Business to business (B2B)
- Business to consumer (B2C)
- Consumer to consumer (C2C)
- Public administration to consumer (PA2C)
- Consumer to business (C2B)
- Government to government (G2G)
- Government to business (G2B)
- Government to consumer (G2C)
- Business to government (B2G)
- Consumer to government (C2G)

2.4 Evaluate the effectiveness of digital revenue models for online operations:

- Affiliate
- Advertising
- Subscription
- Merchant
- Infomediaries
- Value-chain providers
- 'Freemium'

2.5 Assess current website design in respect of its suitability for purpose and audience:

- Navigation – site complexity
- Usability
- Credibility
- Brand Image
- Customer expectations
- Levels of digital interaction
- Site content
- Web accessibility, e.g. DDA Act

### Element 3 Environmental factors impacting on digital activity and plans - Weighting 30%

3.1 Analyse the scope, innovation and opportunities associated with digital marketing offered by 'new technologies':

- Social bookmarking
- Wikis
- Podcasts
- Groups
- Chat
- Forums
- RSS
- Social networks:
- Widgets
- Photo sites
- Mobile devices
- Digital sales promotion
- Blogs
- Micro-blogs
- Video-sharing

- Business to consumer (B2C), Business to business (B2B), Consumer to consumer (C2C)

3.2 Review the benefits of digital marketing and the online vision:

- Geographic coverage
- Customer reach
- Comparative cost
- 24/7 availability
- Flexibility
- Speed of customisation, change of content and message
- Interactivity
- Personalisation
- Measurability
- Ease of two-way communication

3.3 Carry out a digital marketing audit:

- Website and online activity
- Competitor analysis
- Profiling and segmentation for the development of effective contact strategies
- Digital survey methods to capture data and enrich customer insights
- Privacy, personalisation, permission, trust and security
- Loyalty and lifetime value (LTV) concepts
- SWOT/PESTEL in digital context
- Customer analysis
- Digital buyer and search behaviour

### Element 4 The digital marketing mix - Weighting 25%

4.1 Select appropriate product attributes and consider their implications for online marketing:

- Tangible goods
- Digital goods
- Services
- Branding

## 4.2 Select appropriate pricing applications in an online context:

- Price skimming
- Price penetration
- Promotional pricing
- Dynamic pricing
- Bundle pricing

## 4.3 Select appropriate place applications to achieve digital customer satisfaction:

- Changing role of intermediaries
- Alliances including third party logistics (3PL)
- Offline fulfilment supporting online business
- Disintermediation
- Infomediaries

## 4.4 Select and employ appropriate promotional tools (on and offline) for website success:

- Digital advertising
- Search engine marketing (SEM)
- E-mail
- SMS marketing
- Mobile marketing
- Online PR
- Social media
- Grehan's 4Ps online promotional model

## 4.5 Select other appropriate marketing 'mix' elements to enhance the online experience:

- People
- Process
- Physical evidence

## 4.6 Consider the influence of major digital players and their influence in digital planning:

- Google
- Apple
- Facebook
- Twitter

**Element 5 Develop a digital marketing plan - Weighting 25%**

## 5.1 Develop a digital marketing plan to build successful customer relationships and contribute to the organisation's objectives:

- Digital objectives to complement corporate and marketing objectives - Digital marketing options:
  - Acquisition
  - Retention
  - Brand building to enhance customer relationships (CRM)
- Action plan (in the context of an integrated multi-channel plan):
  - Digital resources to set the campaign budget
  - Digital promotional tools
  - Campaign schedules
- Control mechanisms for incorporation in the plan:
  - Digital campaign testing
  - Measuring performance with web metrics against objectives (ROI/LTV, response rates)
  - Campaign reviews using industry applications, e.g. Google Analytics/Alexa
  - Key performance indicators for continuous improvement including relationships with other functions in the value chain.

## SYLLABUS – MARKETING & CONSUMER BEHAVIOUR (20 Credits)

This unit aims to provide candidates with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations.

The unit explains the links between communications and marketing and provides knowledge of fundamental theories and techniques of research and consumer behaviour, and their application to marketing communications.

### Overarching learning outcomes

On successful completion of this unit, candidates will be able to:

- ☑ Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture
- ☑ Outline the principles of marketing research, how data can be obtained through both primary and secondary methods and the strengths and weaknesses of qualitative and quantitative approaches
- ☑ Describe the marketing planning process and the links between each stage of the process
- ☑ Explain the role of marketing communications and how the tools of the communications mix can be coordinated effectively
- ☑ Develop marketing communication plans and brand support activities based on an understanding of the salient characteristics of the target audience
- ☑ Explain the importance of developing long term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communication activities
- ☑ Assess various methods of evaluating, measuring and controlling tools in the marketing communications mix
- ☑ Recommend suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communications

### Knowledge and skill requirements

#### Element 1 Marketing principles - Weighting 20%

1.1 Explain the development of marketing as an exchange process, a philosophy of business, and a managerial function, recognising the contribution of marketing as a means of creating customer value and as a form of competition:

- An exchange process
- A philosophy of business
- A managerial function
- Creating customer value
- A form of competition



1.2 Explain the importance of the marketing planning process and where it fits into the corporate or organisational planning framework:

- Developing basic marketing strategies to achieve SMART marketing objectives
- Understanding how budgets are determined
- Implementation of tactics
- Monitoring of timeline progress against schedule
- Measurement of successful implementation

1.3 Describe the structure of an outline marketing plan and identify its various components:

- Mission statement and business plan
- Marketing audit/situational analysis
- Opportunities/issue analysis
- Objectives
- Strategy, tactics and action plan
- Financial implications
- Controls

1.4 Undertake a basic external and internal marketing audit:

- Macro-environmental factors (PESTEL)
- Micro-environmental factors (Mendelow Matrix)
- Internal factors (5Ms – Money, Men, Machines, Materials, Minutes)
- SWOT analysis

1.5 Explain the importance of objectives and the influences on, and processes for, setting objectives:

- Corporate missions
- Business objectives
- Marketing objectives
- Communications objectives
- Creative objectives

1.6 Explain the concept of market segmentation in both consumer and business-to-business markets:

- Segmentation, targeting and positioning
- Segmentation bases
- Requisites (must be accessible, identifiable, etc.)

1.7 Describe the wide range of tools and techniques available to marketers to satisfy customer requirements and compete effectively:

- Extended marketing mix (Product, Price, Promotion, Place, People, Process and Physical Evidence)
- Product (goods and/or services) quality
- Branding
- Communication through all the Ps of the extended marketing mix
- Value propositions

1.8 Develop an extended marketing mix to include additional components in appropriate contextual settings:

- Service sector
- Private sector
- Public sector
- Business to consumer (B2C)
- Business to business (B2B)
- Not-for-profit (i.e., charities)
- Internet only

1.9 Explain the concept and importance of branding to customers in relation to the following:

- For identification
- For differentiation
- As an experience
- As a symbol (or reflection) of lifestyle

1.10 Explain the concept and importance of branding to organisations in relation to the following:

- Building a brand
- Maintaining a brand
- Building customer loyalty
- Ethics and corporate social responsibility

1.11 Demonstrate an appreciation of the need to monitor and control marketing activities:

- Marketing research and information
- Primary data collection
- The importance of key performance indicators (KPIs) and marketing metrics
- Reports, presentations and dashboards

## Element 2 Basic research principles - Weighting 10%

2.1 Explain the elements of the research planning process:

- The stages of research using the 'marketing research mix' (purpose, population, procedure, publication)
- Research briefings (request for proposal)
- Research proposals

2.2 Describe the uses, sources, benefits and limitations of secondary data:

- The nature of secondary data
- Planning desk research
- Evaluation
- Recording and reporting sources

2.3 Explain the different methods by which primary data can be obtained and its uses, benefits and limitations:

- Research instruments
- Methods of capturing data
- Interviewing (face to face, telephone)
- Self-completion methods (digital, postal)
- Observation (human and mechanical)

2.4 Outline the strengths and weaknesses of various qualitative research methods including:

- Depths interviews
- Focus groups
- The Delphi technique
- Observation research
- Grounded theory

2.5 Outline the strengths and weaknesses of various quantitative research methods including:

- The omnibus and panel
- Experimentation (hall tests, placement)
- Databases
- Spread sheets and survey software
- Econometrics
- Test versus control

**Element 3 Communication, advertising and media – the relationship with marketing Weighting 30%**

3.1 Define and explain the purpose of marketing communications in the following situations:

- To acquire new customers
- To engage customers and stakeholders
- Launch new products
- Support brands
- Maintain (or increase) market share
- Develop retention levels
- Encourage customer loyalty
- Support internal marketing within the organisation
- To differentiate, remind or reassure, inform and persuade – DRIP

3.2 Explain the advantages and disadvantages of the different promotional tools and media available:

- Advertising (TV, press, radio, out-of-home, cinema, digital)
- Public relations (media relations, events, web, social media, e-mail)
- Sales promotions (coupons, sampling, special offers, collective buying groups)
- Personal selling (face-to-face, KAM, extranet, click to call back)
- Sponsorship (e.g., sports, arts, entertainment, causes)
- Direct/digital marketing (search engine, e-mail, mobile, web, social media, affiliate)

3.3 Explain how the elements of a marketing communications plan link together using an appropriate framework:

- Contents of a plan (APIC, SOSTAC, Marketing Communications Planning Framework)
- The importance of research data
- How creative objectives are derived from communications objectives
- Choosing appropriate tools – cost, credibility, communications effectiveness and control
- Resource needs (human, financial, time, materials and other)
- How plans are developed
- How success is measured, including web analytics and social media monitoring

3.4 Explain the tasks of each of the promotional tools within a coordinated marketing communications mix:

- To differentiate
- To remind or reassure
- To inform
- To persuade

3.5 Review how the effectiveness of promotional tools can be evaluated using marketing research and appropriate criteria:

- Cost, reach, audience
- Questioning and observation/physiological tests
- Quantitative and qualitative methods
- Usability testing

3.6 Outline the key characteristics associated with the 3Ps of promotional strategy (push, pull and profile):

- Push strategies (via distribution channel, trade promotions)
- Pull strategies (direct to customer, POS)
- Profile strategies (build interest of stakeholders, PR)

3.7 Develop a marketing communications plan using the communications mix to:

- Engage customers and stakeholders
- Launch new products
- Support brands
- Maintain market share
- Acquire new customers
- Develop retention levels
- Encourage customer loyalty
- Support internal marketing within the organisation
- Differentiate, remind or reassure, inform and persuade a specific audience – DRIP

3.8 Explain the main methods used to determine a marketing communications budget:

- Marginal analysis
- Arbitrary
- Affordable
- Objective and task
- Percentage of sales
- Competitive parity

3.9 Discuss the main issues concerning the use of marketing communications in an international and global context:

- Media availability
- Media consumption
- Culture
- Religion
- Education
- Literacy

3.10 Explain how marketing communications activities, media and campaigns can be evaluated:

- Questioning and observation/physiological tests
- Quantitative and qualitative methods
- Pre-testing and post-testing
- Tracking studies
- Audience research (NRS, RAJAR, BARB, Route)

3.11 Explain how marketing communications can be used to support brands in the following situations:

- Awareness building
- Interest building
- Loyalty building

3.12 Identify the different classifications of brands and explain how brand strategy can be developed:

- Line extension
- Brand stretching
- Own-label
- Multi-branding
- Corporate branding
- Generic

#### Element 4 Consumer behaviour - Weighting 30%

4.1 Demonstrate the fundamental importance of 'customers' to all forms of organisations:

- Services
- Not-for-profit (i.e., charities)
- Third sector
- Public sector
- Business-to-business
- Consumer goods

4.2 Explain the difference between consumer buyer behaviour and organisational buyer behaviour:

- Emotional versus rational factors
- Size of purchase
- Relationships
- Complexity
- Involvement
- Perceived risks

4.3 Explain the importance of various concepts in helping to understand purchase, usage and disposal of products and services, and how this knowledge helps develop communications strategies:

- Attitudes
- Perception
- Motivation
- Learning
- Personality
- Class
- Culture
- Sub-culture

4.4 Explain the importance of communication models in helping to understand how individuals can influence the effectiveness of marketing communications:

- General model (Shannon/Weaver, Schramm)
- Learning hierarchy model (Gagne)
- Dissonance-attribution hierarchy model
- Low-involvement hierarchy model (Krugman)
- Model of campaign objectives and effects (Rogers and Storey)
- Hierarchy of effects model (McGuire)
- Group development (Tuckman and Jensen)
- Word of mouth (WOM), opinion leaders and opinion formers

4.5 Describe the following concepts in decision-making and how they influence marketing communications:

- Source credibility
- Involvement
- Perceived risk

4.6 Explain the Decision Making Unit (DMU) in relation to both consumers and organisations:

- Members
- Similarities
- Differences

4.7 Explain the Decision Making Process (DMP) for consumers and organisations:

- Consumer (Engel, Blackwell and Miniard)
- Organisations (Robinson et al.)

4.8 Explain the need for effective internal communications to achieve the following:

- Creating good internal relationships
- Establishing good customer relationships
- Maintaining good customer relationships

**Element 5 Channel behaviour - Weighting 10%**

5.1 Identify and explain how the communications mix (including digital media) can be applied to different marketing channels and situations in order to achieve marketing objectives:

- Primary, secondary and tertiary industry situations
- B2C: fast and slow-moving consumer goods
- B2B: fast and slow-moving industrial goods
- Direct versus indirect sales

5.2 Explain the role of marketing communication activities for use in the marketing channel in order to:

- Attract partners
- Motivate
- Maintain trust
- Resolve conflict
- Reinforce commitment and build satisfaction

5.3 Appraise the use of digital channels for distribution and their impact on existing/traditional channels:

- Multi-channel
- E-commerce
- M-commerce
- Dangers of disintermediation

5.4 Demonstrate an appreciation of the need to monitor and control marketing channel behaviour using the following tools:

- Financial indicators
- Non-financial indicators
- Shelf space and facings

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