



Are your Digital Marketing skills and knowledge up to date?

Whether you want to take a step towards a new career, increase your scope and experience or whether you want to understand the buzz words and know how to turn them into marketing strategies, the bottom line is you need to be informed about digital marketing and its tools. Gaining an understanding of what digital marketing is and how to handle successful digital media campaigns will bring recognition and rewards to you and your company, these short courses also provide valuable CIM Chartered Marketer CPD points.

Benefits of a Digital Qualification – A Diploma in Digital Marketing (from the CAM Foundation, awarded by The Chartered Institute of Marketing), will give you specialist knowledge to understand and manage this area with confidence.

What does it involve? Each digital diploma is made up of three units. Two of these are core units providing general digital knowledge. These are Marketing & Consumer Behaviour (MCB) and Digital Marketing Essentials (DME). The other unit is elective (you choose from the list below) and this third unit provides the specialist knowledge.

Who studies for a Digital qualification? Learners come from right across the spectrum of agency, client and supplier backgrounds. They work in marketing, advertising, public relations, the media, market research, sales promotion and direct marketing in both private and public sectors. Anyone who works in a role that involves marketing communications, particularly in the digital forum, stands to benefit from gaining a CAM professional qualification in digital marketing.

Exemptions: Learners who have completed a CIM Professional qualification at level 4 and above (that's Certificate, Diploma or PGDip holders) can be exempted from the Marketing and Consumer Behaviour unit of the Diploma in Digital Marketing. Learners who have completed e-Marketing award since 2006 (when it was last revised) can be exempted from the Digital Marketing Planning unit of the Diploma in Digital Marketing.

How will you be assessed? You'll be assessed in each of the three units through a work-based assignment such as coursework and case studies that will often be based on various findings and recommendations within your own company.

The two core Units explained:

Marketing & Consumer behaviour (MCB): 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 of consumer behaviour, and their application to marketing communications.

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

CIM/CAM Digital Qualifications include:

Diploma in Digital Marketing (DDM) – consists of MCB, DME plus Digital Marketing Planning (DMP). DMP gives you information on what digital marketing is about, the buzz words and main trends. It covers Search Engine Optimisation (SEO), Pay Per Click (PPC), types of online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, legislation, regulation and codes of practice. Each course consists of three small units, most CIM students will be exempted from at least one. Please contact caroline@studentsupportgroup.co.uk for further details, SSG's next DDM course starts on 1st October 2011.

Diploma in Mobile Marketing (DMM) – consists of MCB, DME plus Principles of Mobile Marketing (PMM). PMM gives you essential knowledge, the buzz words and the main trends in the mobile marketing arena. Find out more about how mobile phones are used in marketing, click to call, types of mobile advertising, SMS marketing, the importance of games, designing apps, mobile payment systems, proximity marketing and social media. Ensure you understand mobile analytics, legislation, regulation and codes of practice.

Diploma in Digital Metrics and Analytics (DDMA)- consists of MCB, DME plus Social Media Monitoring (SMM). SMM gives you essential knowledge, the buzz words and the techniques to gain insight into online marketing activities. Find out more about how web sites, blogs and social networks are monitored by marketing managers. Decipher the jargon: CAWI, netnography, tagging, logfiles, sentiment, bounce rates, MROCs and DORCs. Ensure you understand web analytics, how to design online questionnaires and how to choose commercial tools.

Diploma in Digital Campaign Planning (DDCP) - consists of MCB, DME plus Implementing Digital Campaigns (IDC). IDC gives you essential knowledge, the jargon and the techniques to create campaigns using online marketing. Find out more about how web sites, blogs and social networks are monitored by marketing managers. Decipher the buzz words and abbreviations: SEM, SEO, SMS, affiliates, email marketing and Web 4.0. Ensure you understand how to plan, execute and evaluate digital campaigns and how to organise for success.

Diploma in Digital Media and Branding (DDMB) - consists of MCB, DME plus Integrating Digital Media and Branding (IDMB). IDMB gives you essential knowledge, the buzz words and the techniques to build brands both offline and online. Find out more about offline and online branding. Get behind the vocabulary to crack the acronyms: ACORN, ROMI, PESTEL and POS. Go beyond the abbreviations: SMS, MMS, SEO and RFP. Ensure you understand conversation banners, consumer psychology and models of communication. Discover how official web sites, adverts and promotional activities can complement consumer generated media to build an organisation's assets.

You will gain:

- in depth knowledge of all the key elements needed for planning and executing integrated campaigns
- far greater breadth of knowledge and competence than work experience alone can ever provide
- up to date, relevant knowledge of both the theory
- the reality of present and future digital marketing communication practice

How employers can benefit - All qualifications awarded by The Chartered Institute of Marketing have been designed following focus groups and feedback from employers. They have specified the skills and competencies that marketers should have in order to do their job and contribute to the objectives of the organisation. These digital qualifications are no exception. Upon completion, your employer will benefit in the following ways:

- **Apply your learning** - You will have knowledge and skills which can be immediately relevant to your work situation
- **Work while you learn** - Assessments are usually based on an organisation of your choice so your employer may benefit from work you have achieved during your studies
- **Stay industry wise** - Taught by industry practitioners, our qualifications will ensure that you are kept abreast of new approaches and regulations in industry, from new technology to the increase regulation around marketing activity
- **Organise your time** - Flexible study options means you can minimise time out of the office and fit around other personal and work commitments

To find the study centres closest to you visit www.camfoundation.com/study_centres or email qualifications@cim.co.uk or call +44 (0)1628 427120.