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Do you qualify?

You need to be educated to at least A Level standard (or equivalent) and fulfil at least one of these criteria:

- Have a suitable competence in a marketing communications role
- Hold any recognised UK degree or equivalent Level 5 qualification
- Have a relevant Level 3 or above qualification (e.g. CIM Professional Certificate in Marketing, CIPR Advanced Certificate in Public Relations, etc)

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.

How will you be assessed?

You'll be assessed in each of the three units through a work-based assignment drawing on coursework and case studies. Your assignment may focus on findings and recommendations relating to your own company.

Next step?

You can also progress from this qualification to the CAM Diploma in Marketing Communications and you are exempt from the Marketing and Consumer Behaviour unit.

How and where can you study?

Our qualifications are taught through a global network of Accredited Study Centres.

You can choose a part-time course at a study centre, intensive/online study, or distance learning. The digital units of this qualification are also available as separate Awards.

- Award in Digital Marketing Essentials
- Award in Implementing Digital Campaigns

What does it cost?

Why not persuade your employer to pay for the qualification?

To take this qualification you need to be a Studying Member of The Chartered Institute of Marketing. Cost: £140 per year (£85 if you live outside the EU).

Assessment fees are:

- Digital Marketing Essentials (Assignment) £85
- Implementing Digital Campaigns (Assignment) £85
- Marketing and Consumer Behaviour (Assignment) £85

Tuition fees and the relevant text books you'll need are by far the biggest expense. These fees vary, depending on how you study, so we suggest you contact the Accredited Study Centres directly to compare costs.

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.

CAM Foundation

Communication Advertising and Marketing Education Foundation

Leading the way in specialist marketing qualifications



Leading the way in specialist marketing qualifications



“For digital marketing professionals the CAM Diploma in Digital Marketing course is a must. The course is highly relevant to current and future digital marketing disciplines such as social media and mobile and provides digital marketers with the right knowledge and skills to excel in their roles.”

Lee Noon
E-Commerce Manager
Aviva Life Services

“Studying for this qualification has allowed me to gain an understanding of how new technologies and opportunities can be integrated into our existing marketing plans and strategies.”

Vanessa Woodward
Deputy Marketing Manager
Pennine Healthcare

www.camfoundation.com

CAM Foundation, Moor Hall, Cookham, Maidenhead, Berkshire SL6 9QH, UK

Telephone: +44 (0)1628 427120

E-mail: cam@cim.co.uk



Diploma in Digital Campaign Planning

Qualifications awarded by



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The Diploma in Digital Campaign Planning 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.

About the CAM Foundation and the Chartered Institute of Marketing (CIM)

The Communications Advertising and Marketing (CAM) Education Foundation is a registered charity that offers qualifications in digital and offline marketing communications. In 2000 the CAM Foundation formed an alliance with The Chartered Institute of Marketing (CIM) and since then CAM qualifications have been awarded by CIM.

CIM is the largest, longest established and most respected marketing organisation in the world with practical professional qualifications delivered through their UK and international study centre network.

Ideal qualification for...

This is a qualification for anyone working in marketing who wants to have an appreciation of online research techniques to maximise marketing benefits.

What will you learn?

Upon achievement of this qualification you should be able to:

- Appraise different planning approaches and marketing environmental factors that influence online marketing activity
- Explain contemporary digital concepts and identify how these changes challenge and complement the conventional forms of communication
- Distinguish conventional marketing techniques from digital techniques
- Describe the hardware and software available to the digital marketing manager
- Understand buzz words like PFI, PFP, stuffing, optimisation, the marketing research mix and Delphi
- Discuss the essential points of managing campaigns and the techniques available currently and in the future
- Apply some of the campaign skills and knowledge to implement and evaluate digital communications projects
- Explain the importance and risks of consumer generated media, social networks and social media and how to manage these to meet marketing objectives in the short and long term

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Course content

This qualification has three units, each with its own assessment method.

To complete each one you'll need to cover all the following tasks successfully:

A. DIGITAL MARKETING ESSENTIALS

- Explain the importance of digital campaign tools, planning, implementing and monitoring digital marketing
- Understand the marketing planning process
- Explain each tool used in digital campaigns and describe the links between techniques
- Explain how the tools of the digital communications mix can be coordinated effectively
- Evaluate a current digital communications campaign
- Recommend improvements to a specified digital communications campaign
- Explain how the digital communications mix can be measured and monitored effectively

B. IMPLEMENTING DIGITAL CAMPAIGNS

- Explain the changes that have been brought about by the advances in digital communication techniques
- Explain contemporary digital concepts and identify how these changes challenge and complement the conventional forms of communication
- Apply the tools available to measure the effectiveness of digital campaigns and recommend methods appropriate to a given situation.
- Plan and execute digital campaigns
- Explain how digital communications are controlled or constrained by social acceptability, the law and voluntary constraints
- Evaluate the likely developments in the sphere of digital communications

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C. MARKETING AND CONSUMER BEHAVIOUR

- 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 communications 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

Visit our website for more information and access to our media lounge www.camfoundation.com