

2

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 across 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.

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 study, part-time, intensive/online or via distance learning.

The digital units of this qualification are also available as separate Awards.

- Award in Digital Marketing Essentials
- Award in Digital Marketing Planning

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 UK and Western Europe).

Assessment fees are:

- Digital Marketing Essentials (Assignment) £85
- Digital Marketing Planning (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 do vary, depending on how you study, so we suggest you contact the Accredited Study Centres directly to compare different costs.

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 Marketing

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

© The Chartered Institute of Marketing 2011. All rights reserved. Permission to reproduce or extract material from this publication must be sought from The Chartered Institute of Marketing.

Qualifications awarded by



1

The Diploma in Digital Marketing gives you essential knowledge, the buzz words and the main trends of the online marketing arena.

Find out more about Search Engine Optimisation (SEO), Pay-Per-Click (PPC), types of online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. Ensure you understand digital metrics, legislation, regulation and codes of practice.

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 that wants to ensure they maximise opportunities in digital marketing.

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
- 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
- Understand buzz words like Search Engine Optimisation (SEO) and Pay-Per-Click (PPC)
- Explain the role of the essential elements of digital campaigns and describe the links between each technique
- Recommend improvements to a specified digital communications Campaign

3

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 and the links between each technique
- Explain how each tool of the digital campaigns and describe the links between each technique
- Explain how each tool 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

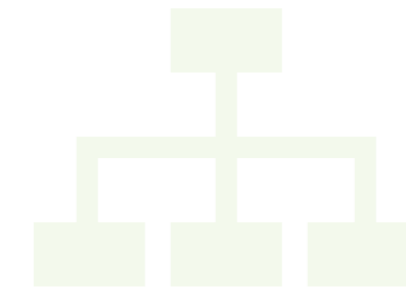
B. DIGITAL MARKETING PLANNING

- Appraise different planning approaches and marketing environmental factors that influence online marketing activity
- Review the similarities and differences between online and traditional marketing concepts and applications
- 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
- Review the importance of target marketing and the emerging buyer behaviour characteristics of the online consumer and how organisations can respond to meet changing behaviour and expectations
- Apply relevant tools and concepts from this unit to design, measure and monitor an annual online marketing plan

4

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
- Understand 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 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
- Suggest suitable methods to influence the relationships an organisation has with its customers, any marketing



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