

# 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 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 Integrating Digital Media & Branding

### 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
- Integrating Digital Media & Branding (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.

To find the study centres closest to you visit [www.camfoundation.com/study\\_centres](http://www.camfoundation.com/study_centres) or email [qualifications@cim.co.uk](mailto: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

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## Diploma in Digital Media and Branding

Qualifications awarded by





# 1

The Diploma in Digital Media and Branding 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.

#### 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 the interaction between online and offline communication in meeting communication objectives
- 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
- Explain the importance of various psychological and sociological concepts in helping to understand purchase, usage and disposal of products and services, and how this knowledge helps develop communications strategies
- Explain the advantages and disadvantages of using different media in relation to digital marketing
- Review the role of branding communications in the digital and offline arena
- Demonstrate an understanding of the application of different advertisement types available
- Understand buzz words like micro-blogs, advergaming, virtual worlds, KPIs and skyscrapers

# 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
- 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. INTEGRATING DIGITAL MEDIA & BRANDING

- Evaluate the importance of integrating diverse media in communications
- Analyse the challenges of integrating communications via online and offline media
- Discuss the new role of social media and networks in communication
- Employ an integrated approach to creating, sustaining and promoting a brand
- Appraise the evolving nature of communications through mobile devices and converging technologies
- Evaluate the role of key performance indicators in Integrated Marketing Communications.

# 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
- 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](http://www.camfoundation.com)