

# 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 Principles of Mobile Marketing

### What does it cost?

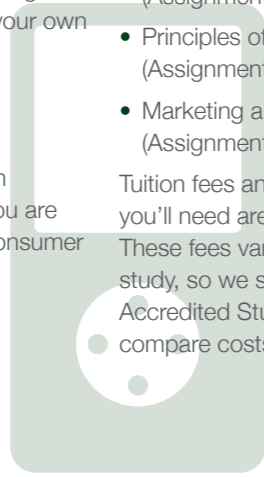
Why not persuade your employer to pay for the qualification?

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
- Principles of Mobile Marketing (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](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 Mobile Marketing

# 1

The Diploma in Mobile Marketing 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.

## 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 maximise opportunities in mobile marketing.

## What will you learn?

Upon achievement of this qualification you should be able to:

- Appraise the range of opportunities in the mobile landscape and the different approaches to marketing in this sector
- Analyse the way in which the smartphone and apps have changed thinking and how organisations employ them creatively in the digital environment
- Understand buzz words like augmented reality, QR codes, interstitials and proximity marketing
- Recommend how to execute a mobile communications campaign
- Discuss the key stages of planning mobile campaigns and the techniques available
- Explain the current and future roles of the elements of digital campaigns and describe the links between each techniques
- Apply relevant tools and concepts to measure and monitor an annual mobile marketing plan

# 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. PRINCIPLES OF MOBILE MARKETING

- Define the concept of mobile marketing, and describe its evolution with respect to hardware, software, service provision, supply and as a medium for advertising and communication
- Assess the range of opportunities that a mobile environment provides for marketers
- Assess the reasons why mobile devices are used and the resulting impact on marketing communications decisions
- Plan and evaluate mobile marketing activities
- Design and develop a marketing concept using a mobile application
- Describe future developments in mobile marketing

# 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)