CIM Level 4 module: **Digital Marketing**

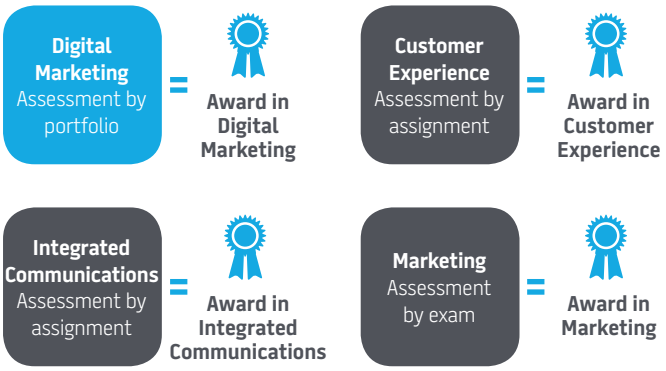
CIM

Digital Marketing is a module that sits within the suite of Level 4 modules. You can also combine this is other Level 4 mandatory and elective modules to achieve the CIM Certificate in Professional Marketing.

Our qualification and award pathways have been structured to reflect the need for a flexible and bite-size approach for today's professional marketer.

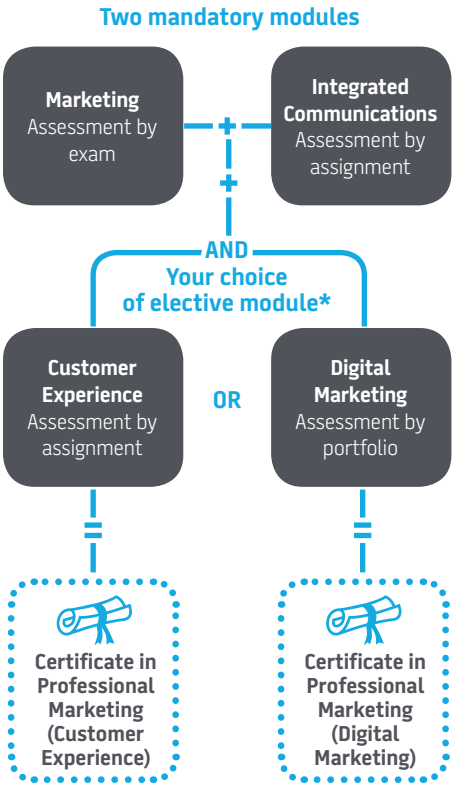
Bite-size awards

Each module can be achieved as a distinct, self-contained award which can be built up to attain the full certificate.



Full qualification

To achieve the qualification, a pass in **BOTH** mandatory modules **PLUS** one elective module is required.



* Currently there are two elective modules available. This will be continually reviewed.

Marketers need the essential skills to identify, integrate and monitor digital tactics to enhance marketing activities.

Aims of the Module

This module is about appreciating the importance of the ever-evolving digital landscape and understanding how to develop skills to improve digital marketing effectiveness. It provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective monitoring and measurement techniques that enable organisations to improve digital marketing performance.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

By the end of this module you should be able to:

Unit 1: The digital landscape
- Understand the opportunities and challenges presented through the disruptive digital environment (15%).
- Assess the impact and influence of the dynamic digital environment (15%).

Unit 2: Digital toolkit
- Understand how key digital tools can support and enhance marketing (20%).
- Understand the relevance of digital platforms and channels in context (20%).

Unit 3: Digital in action
- Develop digital activities to support and enhance multichannel marketing (15%).
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness (15%).

Assessment: Portfolio

A work-based portfolio which is broken down into three tasks – research, plan and report.

Our assessments comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

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Who is it for?

This module is aimed at the aspiring professional marketer who wishes to gain knowledge and skills to succeed and progress within a career in marketing.

Ideal for those working in marketing support roles (eg marketing assistants) or whose current job encompasses elements of marketing.

Entry requirements

One or more of the following is required to gain entry onto this module:

- CIM Level 3 Certificate in Marketing qualification.
- Any relevant Level 3 qualification.
- Any UK degree or international equivalent.
- International Baccalaureate (equivalent to NQF Level 3 and above).
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

Ways to study

Enrolment at a CIM Accredited Study Centre is required to study this module. The following modes of study are available:

- Face-to-face.
- Distance learning.
- Blended (a combination of face-to-face and distance learning).

How long will it take to study?

Notional learning time – this is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria and includes:

- Guided learning hours.
- Practical and work-based learning.
- Assessment preparation time.
- Assessment time.

Each module will take 130-150 hours notional learning time.

There are three assessment sessions per year.

What are the costs?

Our qualifications and bite-size awards represent a sound investment in your future and your employer may therefore be willing to sponsor you.

The costs depend on the course, the mode of study and the Accredited Study Centre. Some study centres may bundle costs together, you should expect to pay for tuition fees, study materials, assessment fees and CIM membership.

Costs for tuition will vary depending on your chosen study centre, so it is worth contacting a few to compare prices, find out what is included and the levels of support offered.

What's next?

We offer a number of qualifications and bite-size awards that may be relevant to you. Take a look at **www.cim.co.uk/qualifications** to find out more.

If you are looking for a full qualification and the Certificate in Professional Marketing is not right for you, we offer the Diploma in Professional Marketing. It's designed for marketers working in an operational, supervisory or management role. If you have a marketing degree, you may be able to start at diploma level. Find out more at **www.cim.co.uk/cimdiploma** or contact your study centre.

Enrol now

- Choose and contact your preferred Accredited Study Centre.
- Join CIM – To take a qualification or a bite-size award, you'll need to join us first. As a member of CIM, you will have access to a range of benefits and resources that can support your studies and professional marketing career. If you are already a member, just apply for your chosen qualification.
  To join, simply complete an application form online at **www.cim.co.uk/joinonline**.

Our Accredited Study Centres are here to help. Find a Study Centre at **www.cim.co.uk/studycentres**.

Or call the CIM Customer Experience team: +44 (0)1628 427120