

Digital Essentials is a nine-credit module that sits within the suite of Level 3 modules. You can also combine this module with the mandatory Marketing Principles module to achieve the CIM Foundation Certificate in 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.

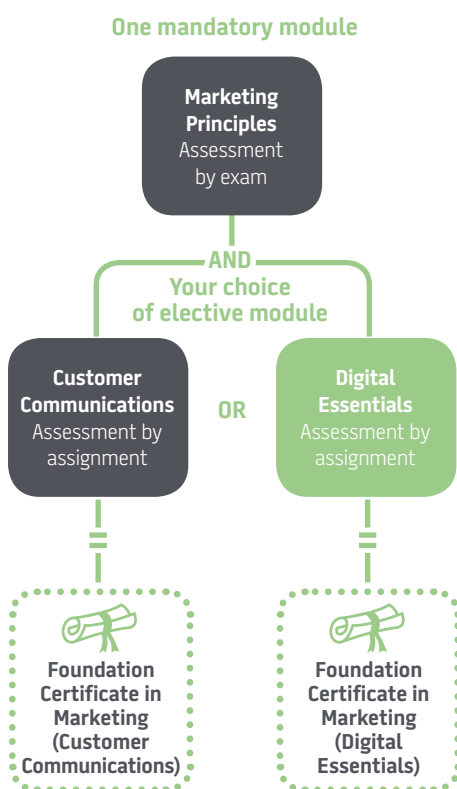
## Bite-size awards

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



## Full qualification

To achieve the qualification, a pass in the mandatory module and **ONE** elective module is required.



## Aims of the Module

This module provides an understanding of what is meant by digital marketing and the key communication tools used. It outlines the key factors that influence the digital consumer including social networks and virtual communities. It identifies the importance of developing campaign content aimed at specific market segments and how campaigns can be measured.

## Module structure

The module comprises six learning outcomes and each learning outcome will be covered by the related assessment criteria.

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

- 1 Understand what is meant by digital marketing
- 2 Understand the key factors that influence the digital consumer
- 3 Understand the key digital marketing communications tools
- 4 Understand how to develop digital marketing content
- 5 Be able to develop digital marketing campaigns
- 6 Understand methods of measuring digital marketing campaigns

## Assessment: Assignment

You will be assessed by assignment based on a given scenario and an organisation of choice.

Assessment methods used for the Level 3 Awards are employer-driven, practitioner-based, relevant and appropriate for business needs. In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

# CIM Level 3 module: Digital Essentials

## Who is it for?

This module is aimed at those either in a job that already involves digital marketing or those who wish to find out about digital marketing with the intention of starting out on a marketing career.

## Entry requirements

It is not necessary to have any previous experience or knowledge of marketing, and you can choose to study in a way that suits your requirements and availability.

However, evidence of achieving one of the following English language qualifications within the last two years is also required if English is not the student's first language: IELTS Academic Module with an 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 is required. CIM will consider other equivalent alternatives.

## Modes of study

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

- Face-to-face
- Blended
- Distance learning

Please visit [cim.co.uk/Learn/WhereToStudy](http://cim.co.uk/Learn/WhereToStudy) for more information on which centres offer which mode of study.

## How long will it take to study?

Notional learning time 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. This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported self-study time

Each module will take 80-90 hours Notional learning time.

There are three assessment sessions per year within the new CIM qualification.

## 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 [cim.co.uk/qualifications](http://cim.co.uk/qualifications) to find out more.

If you are looking for a full qualification and the Foundation Certificate in Marketing is not right for you, we offer the Certificate in Professional Marketing. It's ideal for those working in a marketing support role (eg marketing assistants) or whose current job encompasses elements of marketing. Find out more at [cim.co.uk/cimcertificate](http://cim.co.uk/cimcertificate) or contact your study centre.

If you have a marketing degree, you may be able to start at diploma level. Find out more at [cim.co.uk/cimdiploma](http://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 [my.cim.co.uk/join-online](http://my.cim.co.uk/join-online)

Our Accredited Study Centres are here to help. Find a Study Centre at [www.cim.co.uk/studycentres](http://www.cim.co.uk/studycentres).

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