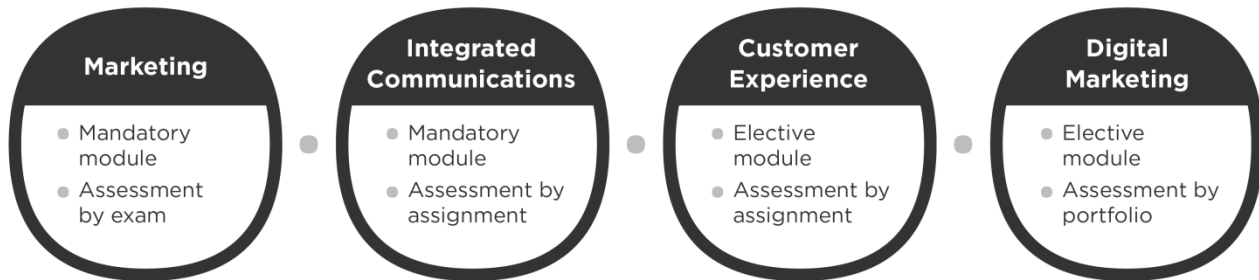


# Module Specification:

## Digital Marketing

Digital marketing is a 15-credit elective module which sits within the suite of Level 4 modules.



To gain the CIM Level 4 Certificate in Professional Marketing learners are required to pass both mandatory modules plus one elective module. However, each module can be taken as a standalone module to gain a module award.

### Aim of the module

This module is about appreciating the importance of the ever-evolving, dynamic 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 digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.

### Module structure

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of portfolio. The assessment will require submission of a work-based portfolio which is broken down into three tasks – research, plan and report.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Digital Marketing module content which follows.

# CIM Level 4 Certificate in Professional Marketing Qualification Specification

Please refer to the CIM Level 4 Certificate in Professional Marketing Qualification Specification for all other information relating to the CIM Level 4 Certificate in Professional Marketing including:

- CIM Professional Marketing Standards
- The Level 4 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and learning hours
- Modes of study
- How it's assessed – assessment methodology
- How the assessments are delivered and when
- How it's graded
- When are results issued?
- Module specifications
- What we mean by command words
- Transition arrangements

# Module Content: Digital Marketing (elective)

Level 4	Credit value: 15	Notional learning time: 130-150 hours
---------	------------------	---------------------------------------

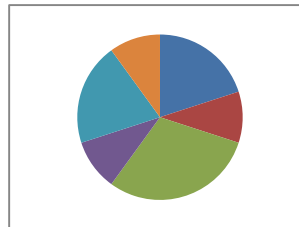
## Purpose statement

Digital marketing is a constantly evolving and increasingly important discipline within modern marketing. This module will enable you to build essential skills in order to identify, integrate and monitor effective digital tactics to deliver enhanced marketing activities.

## Assessment

Portfolio

## Module weighting



LO 1 – weighting	15%
LO 2 – weighting	15%
LO 3 – weighting	20%
LO 4 – weighting	20%
LO 5 – weighting	15%
LO 6 – weighting	15%

## Overarching learning outcomes

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

### The digital landscape

- Understand the opportunities and challenges presented through the disruptive digital environment
- Assess the impact and influence of the dynamic digital environment

### Digital toolkit

- Know how key digital tools can support and enhance marketing
- Understand the relevance of digital platforms and channels in context

### Digital in action

- Develop digital activities to support and enhance multichannel marketing
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness

## Unit 1: The Digital Landscape

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
1. Understand the opportunities and challenges presented through the disruptive digital environment	1.1 Appraise the scope, innovation and opportunities associated with digital marketing offered by new technologies	<ul style="list-style-type: none"> <li>• Internet of things</li> <li>• Location-based marketing</li> <li>• Data mapping</li> <li>• Big data</li> <li>• Crowdsourcing</li> <li>• Misalignment of international development</li> <li>• Kurzweil's law of accelerating returns</li> </ul>
	1.2 Summarise the benefits of digital marketing and the online vision	<ul style="list-style-type: none"> <li>• Geographic coverage</li> <li>• Customer reach</li> <li>• Comparative cost</li> <li>• 24/7 availability</li> <li>• Flexibility</li> <li>• Speed of customisation</li> <li>• Interactivity</li> <li>• Measurability</li> </ul>
	1.3 Discuss the integration of online and offline marketing concepts and applications	<ul style="list-style-type: none"> <li>• Real-time marketing</li> <li>• Apps and co-creation</li> <li>• Diminishing attention span</li> <li>• Customer experience</li> <li>• Immersive social TV experience</li> <li>• Dual screening and multitasking</li> </ul>
	1.4 Demonstrate the increasing importance of customer focus for effective digital marketing activity	<ul style="list-style-type: none"> <li>• Acquisition, retention and loyalty</li> <li>• Word of mouth in the world of social networks</li> <li>• Corporate trolling</li> <li>• Identify target markets</li> <li>• Research customer needs</li> <li>• Develop mix for target audiences</li> <li>• Customer journey</li> </ul>

2. Assess the impact and influence of the dynamic digital environment	2.1 State the reasons for the rise in online consumer power	<ul style="list-style-type: none"> <li>• Reduced search costs and effort</li> <li>• Product and price comparisons</li> <li>• Power of customer review</li> <li>• Online consumer choice and convenience</li> <li>• Product choice and availability</li> <li>• Disintermediation</li> <li>• Immediacy</li> </ul>
	2.2 Demonstrate how the Internet is used as a vehicle for revenue generation	<ul style="list-style-type: none"> <li>• Mobile and electronic commerce</li> <li>• Subscriptions and membership</li> <li>• Revenue from advertising and pay-per-click</li> <li>• Lead generation</li> <li>• Merchants</li> <li>• Infomediaries</li> <li>• Data and CRM</li> </ul>
	2.3 Assess the changes in online customer behaviour as a result of the dynamic digital environment	<ul style="list-style-type: none"> <li>• Added value created</li> <li>• Quality and levels of interaction</li> <li>• Convenience and usability (heatmaps)</li> <li>• Speed</li> <li>• Two-way communication</li> <li>• Perception of credibility</li> <li>• Brand image and corporate reputation</li> <li>• Customer expectations</li> </ul>

## Unit 2: Digital Toolkit

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
3. Know how key digital tools can support and enhance marketing	3.1 Identify the role of digital marketing communication within the extended marketing mix	<ul style="list-style-type: none"> <li>• 7 Ps</li> <li>• Brands</li> </ul>
	3.2 Identify the digital communications mix	<ul style="list-style-type: none"> <li>• Blogs and chat</li> <li>• Video sharing</li> <li>• Social networks</li> <li>• Wikis</li> <li>• Podcasts</li> <li>• Groups and forums</li> <li>• RSS</li> <li>• Widgets</li> <li>• Photo sites</li> <li>• Advertising</li> <li>• Gaming and viral marketing</li> </ul>
	3.3 Describe how digital hardware can be effectively coordinated	Mobile or handheld devices: <ul style="list-style-type: none"> <li>• Mobile communication devices and phones</li> <li>• Laptops</li> <li>• Tablets</li> <li>• Wearables</li> </ul> Fixed Appliances: <ul style="list-style-type: none"> <li>• Telephones</li> <li>• Desktop computers</li> <li>• TV and radio</li> <li>• Kiosks</li> </ul>
	3.4 Describe how digital communications tools can be effectively coordinated to enhance customer experience	<ul style="list-style-type: none"> <li>• Web pages, microsites, blogs, portals, links, e-mail, SMS</li> <li>• SEO including international</li> <li>• Conversion rate optimisation</li> <li>• Online and offline integration</li> <li>• Active listening mechanisms</li> </ul>

		<ul style="list-style-type: none"> <li>• Presentation software</li> <li>• Integrated branding</li> </ul>
4. Understand the relevance of digital platforms and channels in context	4.1 Describe the process and stages in digital adoption	<ul style="list-style-type: none"> <li>• Technology adoption and diffusion</li> <li>• Staged consumer adoption process</li> <li>• Staged business adoption process</li> <li>• Factors influencing speed and extent of adoption</li> </ul>
	4.2 Appraise platforms and online interchange for different contexts	<ul style="list-style-type: none"> <li>• <b>Depth and breadth of coverage</b></li> <li>• <b>Analytics and metrics</b></li> <li>• <b>Collaboration and workflow</b></li> <li>• <b>Engagement</b></li> <li>• <b>Scalability</b></li> <li>• <b>Provider of growth and longevity</b></li> </ul>
	4.3 Outline different online transaction contexts	<ul style="list-style-type: none"> <li>• B2B</li> <li>• B2C</li> <li>• C2C</li> <li>• C2B</li> <li>• G2G</li> <li>• G2B</li> <li>• G2C</li> <li>• B2G</li> <li>• C2G</li> </ul>
	4.4 Explain the application of different automated and non-automated sales and support activities	<p>Automated:</p> <ul style="list-style-type: none"> <li>• Natural conversation banners</li> <li>• Shopping carts</li> <li>• Automated repeat purchase settings</li> <li>• Call to action elements</li> </ul> <p>Real-time online sales and support:</p> <ul style="list-style-type: none"> <li>• E-mail sales campaigns</li> <li>• SMS sales campaigns</li> <li>• Sales affiliate and sales networks</li> <li>• LivePerson support, integrated live chat</li> <li>• Social media sales channels</li> </ul>

## Unit 3: Digital in Action

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
5. Develop digital activities to support and enhance multichannel marketing	5.1 Illustrate the principle actions of digital marketing campaigns	<ul style="list-style-type: none"> <li>• Read article</li> <li>• Place order</li> <li>• Register</li> <li>• Request information</li> <li>• Make contact</li> </ul>
	5.2 Demonstrate the advantages and disadvantages of multichannel marketing	<ul style="list-style-type: none"> <li>• Increased penetration and market research</li> <li>• Integration with key customer analysis and segmentation data</li> <li>• Multi-tasking</li> <li>• The application of integrated campaigns using multiple channels</li> </ul>
	5.3 Illustrate how online campaigns can offer marketers more creative, flexible and responsive opportunities	<ul style="list-style-type: none"> <li>• Augmented reality</li> <li>• Interactive displays</li> <li>• Skyscrapers</li> <li>• Lingubots</li> <li>• Interstitials and superstitials</li> <li>• Pop-ups</li> <li>• Viral marketing and gaming</li> <li>• Online tracking of customer behaviour</li> </ul>
	5.4 Recommend a digital marketing plan	<ul style="list-style-type: none"> <li>• Plan, reach, act, convert, engage</li> <li>• Set objectives</li> <li>• Online marketing options: acquisition, retention and/or brand building to enhance customer relationships (CRM)</li> <li>• Integration with offline plan</li> </ul>



6. Apply the key principles involved in monitoring and measuring digital marketing effectiveness	6.1 State the purpose of measurement for digital campaigns	Measuring: <ul style="list-style-type: none"> <li>• Marketing productivity</li> <li>• Marketing mix decisions</li> <li>• ROMI</li> <li>• Customer satisfaction and involvement</li> <li>• Market share and forecast demand</li> <li>• Identifying improvements</li> </ul>
	6.2 Demonstrate an understanding of the application of the procedures used for measuring digital campaigns	<ul style="list-style-type: none"> <li>• Primary and secondary data</li> <li>• Onsite (log files and tagging)</li> <li>• Offsite (panels, VOC)</li> <li>• Usability studies</li> <li>• Tracking studies</li> <li>• Conversion funnels</li> <li>• Reports, presentations and dashboards</li> <li>• Key performance indicators (KPIs)</li> <li>• Big data</li> <li>• Social analytics</li> <li>• Listening tools</li> </ul>
	6.3 Recommend performance measures using online metrics to determine performance against objectives	<ul style="list-style-type: none"> <li>• ROI and LTV</li> <li>• Response rates</li> <li>• Campaign reviews</li> <li>• Key performance indicators for continuous improvement</li> <li>• Customer analysis</li> <li>• Online buyer and search behaviour</li> <li>• Online survey methods to capture data and enrich customer insights</li> </ul>
	6.4 Explain the populations measured in digital campaigns	<ul style="list-style-type: none"> <li>• Affiliate networks</li> <li>• Social networks</li> <li>• Customers and non-customers</li> <li>• Visitors</li> </ul>

