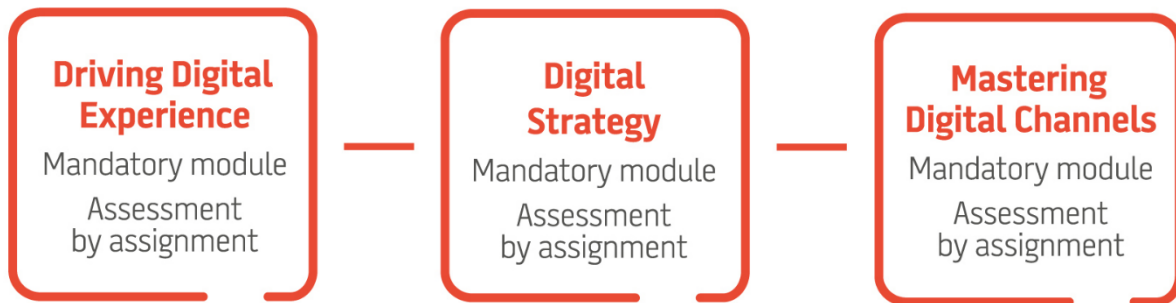


Module Specification:

Mastering Digital Channels

Mastering Digital Channels is a 15-credit mandatory module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Digital Diploma in Professional Marketing a pass in all **THREE** mandatory modules is required. However, each module can be taken as a standalone module to gain a module award. One module, Digital Strategy, is common to both CIM qualifications, the CIM Level 6 Digital Diploma in Professional Marketing and the CIM Level 6 Diploma in Professional Marketing.

Aim of the module

Digital channels present opportunities and challenges for organisations to effectively compete and engage with their customers. This module drives strategic comprehension for management and growth of digital channels, as well as critical factors concerning compliance.

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 assignment. The assessment will require submission of an assignment based on a given scenario and an organisation of choice.

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

CIM Level 6 Digital Diploma in Professional Marketing Qualification Specification

Please refer to the CIM Level 6 Digital Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 6 Digital Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- 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

Module content: Mastering Digital Channels (mandatory)

Level 6	Credit value: 15	Total Qualification Time: 170 hours
---------	------------------	-------------------------------------

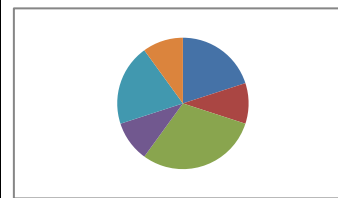
Purpose statement

Digital channels present opportunities and challenges for organisations to effectively compete and engage with their customers. This unit drives strategic comprehension for management and growth of digital channels, as well as critical factors concerning compliance.

Assessment

Work-based assignment

Module weighting



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

Overarching learning outcomes

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

Strategy and Compliance

- Describe the strategic options for channel selection
- Define requirements for legal compliance in digital campaigns

Managing Implementation

- Demonstrate effective management of digital channels in practice
- Recommend methods for online community management

Conversion Optimisation and Growth

- Illustrate how to improve conversion rates for digital channels
- Appraise current and future channel developments.

Unit 1: Strategy and Compliance

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Describe the strategic options for channel selection	1.1 Define channel goals	<ul style="list-style-type: none"> • Frameworks for objective setting • Alignment to business objectives, purpose and mission • Setting goals for different channels • Short term goals • SMART objectives
	1.2 Analyse the channels within the market	<ul style="list-style-type: none"> • Earned, owned, paid • Customer acquisition • Conversion • Customer experience • Retention • Growth
	1.3 Identify the key criteria for channel selection	<ul style="list-style-type: none"> • Channel success factors • Mistakes to avoid • Identify key issues in channel management • Identify target audiences and relevant personas on channels • Channel planning • Identify organisational risk in relation to channel usage
	1.4 Appraise channels used by competitors or sectors	<ul style="list-style-type: none"> • Evaluate use of digital channels • Channel performance metrics • Strategy audit and gap analysis • Competitor benchmarking tools • Channel analysis tools

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
2. Define requirements for legal compliance in digital campaigns	2.1 Explain relevant regulations that could impact channel selection and implementation	<ul style="list-style-type: none"> • Data protection, privacy, GDPR • Industry codes of practice • Disability and discrimination • Brand and trademark protection • Intellectual property rights • Contract law • Online advertising law
	2.2 Evaluate applications of codes of practice or local regulations in the market	<ul style="list-style-type: none"> • The law in context for Marketers • Review organisations in different sectors • Evaluate competitors • Examples of permission • Content, copyright, media • Channel terms and conditions
	2.3 Recommend best practice for digital compliance	<ul style="list-style-type: none"> • Review existing practices • Ethical and legal implications for different channels • Data collection • Email, SMS, permission, spam, opt-in • Privacy statements and cookie policy • Changes and improvements to current and future marketing activity

Unit 2: Managing Implementation

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Demonstrate effective management of digital channels in practice	3.1 Demonstrate methods of generating customer awareness	<ul style="list-style-type: none"> • Introduction to channels (Digital Marketing Mix) • Evaluate methods of generating customer awareness • Advertising through relevant channels • Ad copy and creative • Content marketing • Keyword and market trends research • Keyword journey (generic vs long tail terms)
	3.2 Recommend suitable paid, owned and earned media channels to acquire/engage customers	<ul style="list-style-type: none"> • Website and different types of landing pages • Email marketing • Re-marketing through different channels • Online PR • Search engine optimisation • PPC (Pay per click) • Online display advertising • Social Media (organic and paid) • Video channels • Affiliate marketing
	3.3 Assess internal and external resources for channel management	<ul style="list-style-type: none"> • Identify organisational risk in relation to channel usage • Resources required for channel management • In-house vs agency • Hiring digital consultants • Briefing agencies

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		<ul style="list-style-type: none"> • Setting budgets for channels • Assess the constraints of channel management
4. Recommend methods for online community management	3.4 Analyse the effectiveness and efficiency of digital marketing channels within the market	<ul style="list-style-type: none"> • Recommend KPIs, dashboards and reports for assessing channels • Describe options and tools for monitoring channels • Attribution modelling • Influencer channels vs converting channels • Acquisition, conversion, retention • Brand exposure/reputation management • Goal tracking software (vagaries/accuracy)
	4.1 Discuss the benefits of online communities	<ul style="list-style-type: none"> • Link to channel objectives • Internal communities • External communities • Social media groups • Forums • Review of best platforms to have a presence on
	4.2 Appraise monitoring options	<ul style="list-style-type: none"> • Social listening • Monitoring methods and tools • Sentiment analysis • Brand impact - controlling the conversation • Social media metrics
	4.3 Develop a content strategy for community and social media management	<ul style="list-style-type: none"> • Content for online communities and social media • Internal and external content sources • Developing content for engagement • Tools and apps for content creation • Optimising content for different networks

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		<ul style="list-style-type: none"> • Content publishing • Content creation and curation • Scheduling posts
	4.4 Recommend methods to build, grow and manage an online community	<ul style="list-style-type: none"> • Describe critical issues in online community management • Building and growing networks • Community life stages • Online Reputation management • Authority and influence • Role of a community manager vs social media • Resources and skills for management • Management tools • Links to other parts of the customer journey • Maximising exposure with other channels • Brand identity

Unit 3: Conversion Optimisation and Growth

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Illustrate how to improve conversion rates for digital channels	5.1 Discuss key elements that can impact conversion rates	<ul style="list-style-type: none"> • Conversion rate optimisation audit • Online and offline channel integration • Visuals, content and copywriting • Design and UX • Data and insights • Online psychology • Negative factors
	5.2 Appraise different techniques used to improve channel conversion rates	<ul style="list-style-type: none"> • Review successful and failed campaigns • Identify key ingredients for success • Evaluate testing methods • Analytics, tracking and research tools • Integrating multiple channels • Case studies
	5.3 Develop best practice for improving conversion rates	<ul style="list-style-type: none"> • A/B testing • Optimisation tools • Product pages • PPC conversion strategy • SEO best practice • Email conversions • Blogging • Checkout and ecommerce • Mistakes to avoid • Integration of social media channels
	5.4 Demonstrate planning for conversion projects	<ul style="list-style-type: none"> • Setting conversion project goals • Conversion project planning • Scaling and managing conversion projects, internal or external agencies • Getting management buy-in

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
		<ul style="list-style-type: none"> • Identify converting channels • Measuring A/B testing • Implementation and reporting • People and resources • Return on marketing spend
6. Appraise current and future channel developments	6.1 Identify key market and technology developments in digital channels that can impact campaign performance	<ul style="list-style-type: none"> • Programmatic buying • Marketing automation • Mobile and hardware devices • Future of search marketing • AI, VR, wearable tech • Cloud based software • Online behaviour
	6.2 Evaluate the opportunities from future channel enhancements, software apps and platforms	<ul style="list-style-type: none"> • Software integration and connectivity • Desktop and mobile apps • Sales opportunities • Impact on time and resources • CRM integration • Use of rich media video, images, etc
	6.3 Recommend methods to use new, advanced and evolving channel features to improve the customer journey	<ul style="list-style-type: none"> • Advanced PPC features • New social media channels • Growth hacking • Location • Behaviour • Visitor intent



Chartered Institute of Marketing
Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH
UK
Telephone: 01628 427500
Facsimile: 01628 427399
www.cim.co.uk