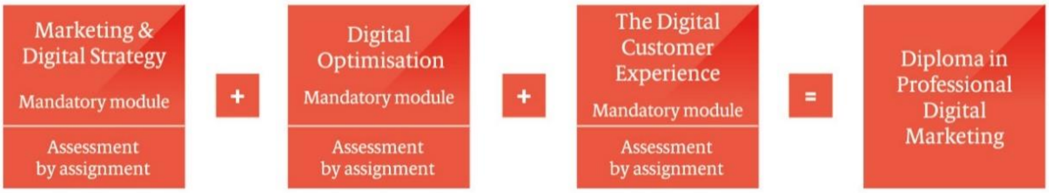
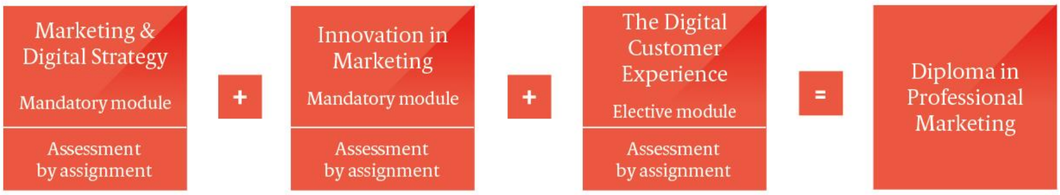
Module Specification:

The Digital Customer Experience (VRQ)

The Digital Customer Experience is a 17-credit mandatory module which sits within the suite of Level 6 modules.


Marketing & Digital Strategy
Mandatory module
Assessment by assignment
+
Digital Optimisation
Mandatory module
Assessment by assignment
+
The Digital Customer Experience
Mandatory module
Assessment by assignment
=
Diploma in Professional Digital Marketing

The Digital Customer Experience is common to both CIM Level 6 Diploma qualifications. To gain the CIM Level 6 Diploma in Professional Digital Marketing a pass in all three modules is required.


Marketing & Digital Strategy
Mandatory module
Assessment by assignment
+
Innovation in Marketing
Mandatory module
Assessment by assignment
+
The Digital Customer Experience
Elective module
Assessment by assignment
=
Diploma in Professional Marketing

To gain the CIM Level 6 Diploma in Professional Marketing a pass in both mandatory modules plus one elective module is required.

If studied as a standalone module, an individual award can be achieved.

Aim of the module

Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing you to fulfil customers' strategic needs. It will provide the knowledge and skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey while complying with relevant legislation and regulation.

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 theme and an organisation of choice.

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

CIM Level 6 Diploma in Professional Digital Marketing (VRQ) Qualification Specification

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

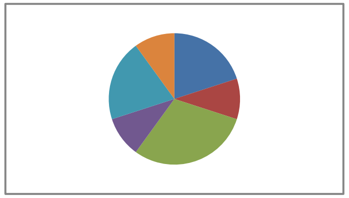
- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessments are delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

Module content: The Digital Customer Experience (mandatory)

Level 6	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours

Purpose statement

This module develops the skills and knowledge required to enable strategic decision-making for the management of digital channels, and the knowledge to understand the customer journey and the desired customer experience. The module covers three units: the first unit develops skills to assess digital customer insights and strategic options for channel selection: the second unit develops knowledge about the effective management and legalities of digital channels and campaigns; and the third unit covers the techniques to understand the customer journey and develop planning skills to improve user digital experience.

Assessment	**Module weighting**
Organisation based assignment	 LO 1 – 15% weighting LO 2 – 15% weighting LO 3 – 15% weighting LO 4 – 15% weighting LO 5 – 20% weighting LO 6 – 20% weighting

Overarching learning outcomes

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

Channel Selection and Customer Insights
- Assess the strategic options for channel selection
- Understand relevant insights into digital customers

Managing Channels
- Understand how digital channels are managed effectively in practice
- Define requirements for legal compliance in digital campaigns

Digital Customer Experience
- Understand the customer journey
- Develop plans to improve the user experience

Unit 1: Channel Selection and Customer Insights

Learning Outcomes The learner will:	**Assessment Criteria** The learner can:	**Indicative Content**
1. Assess the strategic options for channel selection	1.1 Define channel goals	• Frameworks for objective setting • Alignment to business objectives, purpose and mission • Setting goals for different channels • Customer acquisition/retention • Conversion • Customer experience • Growth
	1.2 Evaluate the key criteria for channel selection	• Channel success factors • Mistakes to avoid • Earned, owned, paid • Target audiences and relevant personas on channels • Channel planning • Organisational risks in relation to channel usage
2. Understand relevant insights into digital customers	2.1 Analyse customer data to generate insights for customer personas	• Customer data sources • Online research sources • Current and changing customer behaviour • Abandoned carts, searching and browsing • Create customer personas
	2.2 Describe research techniques to understand the customer experience	• Customer insight research techniques • Analytics and insights • Sentiment analysis • Crowdsourcing for research

Unit 2: Managing Channels

Learning Outcomes The learner will:	**Assessment Criteria** The learner can:	**Indicative Content**
3. Understand how digital channels are managed effectively in practice	3.1 Demonstrate methods of generating customer awareness	• Digital Marketing Mix • 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	• Website and different types of landing pages • Digital communications • Affiliate marketing • Risks and constraints • Resources needed ○ In-house vs agency ○ Consultants ○ Briefing Agencies ○ Budgets
	3.3 Analyse the effectiveness of digital marketing channels within the market	• Recommend KPIs, dashboards and reports for assessing channels • Describe options and tools for monitoring channels • Attribution modelling • Influencer channels vs converting channels

Learning Outcomes The learner will:	**Assessment Criteria** The learner can:	**Indicative Content**
4. Define requirements for legal compliance in digital campaigns	4.1 Explain relevant regulations and codes of practice that could impact channel selection and implementation	• Data protection, international privacy law, eg, GDPR in Europe • Industry codes of practice • Disability and discrimination • Brand and trademark protection • Intellectual property rights • Contract law • Online advertising law • Content, copyright, media • Channel terms and conditions
	4.2 Recommend best practice for digital compliance	• 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 3: Digital Customer Experience

Learning Outcomes The learner will:	**Assessment Criteria** The learner can:	**Indicative Content**
5. Understand the customer journey	5.1 Discuss key touchpoints for customer acquisition and conversion	• Websites, key phrase analysis and selection • Search engine optimisation (SEO) • Search engine marketing (SEM), paid search or pay per click marketing (PPC) • Blogs, Online PR, partnerships/affiliates, online communities • Email • Social media • Content marketing, user generated content
	5.2 Appraise the customer journey and digital experience	• Customer journey mapping across mobile, tablet, desktop • Paid, owned, earned media • Content audit, content planning and content calendars • The Honeycomb model for social media strategy • Social listening and sentiment analysis • Legal and privacy requirements
6. Develop plans to improve the user experience	6.1 Evaluate the user experience in organisations	• Website structure, navigation and design • User experience (UX) • Level of personalisation • Impact of social media • Usability • Changing purchase behaviour (pay by mobile, wearable)

Learning Outcomes The learner will:	**Assessment Criteria** The learner can:	**Indicative Content**
	6.2 Develop a plan to test and improve the customer digital experience	• User experience testing methods • Objectives for improvements to customer experience • Strategic options • Digital marketing activity at touchpoints • Budget and resources

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