Module Specification:

CIM Level 3 Award in Digital Essentials (VRQ)

Digital Essentials is a 12 credit module which sits within the suite of Level 3 modules.

To gain the CIM Level 3 Foundation Certificate in Marketing a pass in the mandatory module plus one elective module is required. Each module can be taken as a standalone module to gain a module award.

Aim 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 three units with 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 digital Essentials module content which follows.

CIM Level 3 Foundation Certificate in Marketing (VRQ) Qualification Specification

Please refer to the 'CIM Level 3 Foundation Certificate in Marketing Qualification Specification' for all other information relating to the CIM Level 3 Foundation Certificate in Marketing including:

- CIM Professional Marketing Competencies
- The Level 3 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 results are issued
- Module specifications
- What we mean by command words

Module Title: Digital Essentials (elective)

| Level 3	Credit Value: 12	Total Qualification Time: 120 hours
		Guided Learning Hours: 90 hours

Purpose statement

This module provides an understanding to the key concepts associated with digital marketing. The impact of changing digital environment is considered in relation to the customer and the digital tools used for communications. The importance of digital content is recognised in the context of digital campaigns, as well as the need to monitor performance.

Assessment

Work-based assignment

Module Weighting
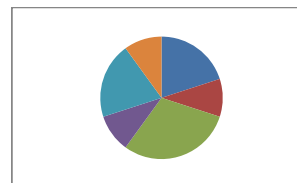
LO 1 – 10% weighting
LO 2 – 15% weighting
LO 3 – 20% weighting
LO 4 – 20% weighting
LO 5 – 20% weighting
LO 6 – 15% weighting

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

Fundamentals of Digital Marketing
- Understand what is meant by digital marketing
- Examine the key factors that influence the digital consumer

Digital Marketing Communications
- Understand the key digital marketing communications tools
- Know how to develop digital marketing content

Working on Digital Campaigns
- Develop digital marketing communications campaigns
- Understand methods of measuring digital marketing communications campaigns

Unit 1: Fundamentals of Digital Marketing

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
1. Understand what is meant by digital marketing	1.1 Explain the key characteristics of digital marketing	• Use of digital media channels • Putting the customer at the centre of online processes • Maintaining a constant dialogue with customers • Use of databases and CRM • Increased number of channels available since intro of digital • Convenience, immediacy, adaptation, and availability of data and information has changed with intro of digital • Digital tools used are all online or in digital format • Many platforms to suit taste, complexity, style, purpose, visual (Pinterest) v textual (Twitter), Instagram • Crowdsourcing, crowdfunding, micro-tasking
	1.2 Contrast the use of digital marketing and traditional marketing techniques	• Mass vs niche – digital messages are more easily adapted/individualised • Push vs Pull – digital promotion is generally consumer rather than company driven • Permission marketing • 24/7 Global audience • Flexibility of digital • Digital often consumed more quickly, compared to traditional. • Creates certain consumer expectations (speed of response, updating, information currency etc)

		• Marketing process essentially the same but customer expectation has changed (eg, faster delivery, more choice, competitive price, easily found, etc) • 4P's mix for digital: Product – range, downloads, online, access; Price – cashback, voucher sites, affiliate marketing; Place – easily found/SEO, paid search, navigation, stock; Promotion – limited space and time, impact messaging etc • Five Forces for digital: Substitutes – constant threat and speed of tech innovation; New Entrants – location, economies of scale, brand equity, technology are now less relevant barriers; Rivalry – new companies may be more agile but may have less resource, established companies may be slow in digital adoption but may have more resource; etc • Segmentation for digital: broadly similar traditional. Personas
	1.3 Explain the role of the crowd in digital marketing	• Crowdsourcing – generating ideas or solutions by asking a large number of people to share their ideas (eg, Fiverr) • Crowd-funding – sourcing capital for business ventures by gathering small amounts of money from a large number of people (eg, Kickstarter) • Micro-tasking – breaking down large complex projects into many small simple tasks and asking a large number of people to carry them out (eg, Mechanical Turk)
	1.4 Summarise how the internet has changed consumers media consumption and habits	• Two way communications • Limited attention spans • Information overload • Time poverty

		• Dual screening and multitasking
2. Examine the key factors that influence the digital consumer	2.1 Explain why consumers use the internet and their expectations of and concerns about online transactions	• Motivation for going on-line (education/entertainment/social/news) • Chaffey's 6 Cs – Content, Customisation, Community, Convenience, Choice, Cost • Expectations – speed, range of products/services etc. • Concerns – security, lack of control, losing face • AIDA- Awareness, Interest, Desire, Action
	2.2 Compare on-line buying processes and how this differs from off-line purchasing	• Off-line purchasing – problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase behaviour, compared with Chaffey and Smith's on-line buying process: Awareness, Findability, Evaluation, Decision, Purchase, Support, Rewards • Adapting the sales funnel to digital contexts
	2.3 Explain how social networks and virtual communities influence the consumer.	• Benefits of customer loyalty • Loyalty drivers • Switching • eCRM • C2C and C2B formats • Digital tribes – communities with shared interests
	2.4 Evaluate techniques for researching online consumers	• Primary and secondary research • Use of web analytics • Traditional market research tools and techniques • Developing personas/scenarios

Unit 2: Digital Marketing Communications

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
3. Understand the key digital marketing communications tools	3.1 Compare the main content-based digital communications tools	• Online Video • Embedded Video • Blogs • Website landing pages • Wikis • Podcasts • Widgets
	3.2 Evaluate the different options available for search-based digital marketing	• PPC • SEO • Advantages and disadvantages • Google AdWords • Other search sites – eg, Yahoo, Bing
	3.3 Describe the range of mobile digital communications tools	• Apps • Location-based communications • SMS • QR Codes • NFC • Mobile banner advertisements
	3.4 Analyse the various social networks and how they can be used for digital marketing communications	• Social networks • Instagram, Pinterest • Professional sites – eg, LinkedIn, Xing • Micro-blogging sites – eg, Twitter • Facebook • Google + • International and niche outlets eg, Weibo, Vkontakte • Trends and emerging formats – eg, Pinterest, Vine

4. Know how to develop digital marketing content	4.1 Explain how digital marketing content differs from traditional marketing content	• The shift to a more soft-selling approach with brand/marketer needing to think like a publisher rather than an advertiser • Digital content and advertising messages • Focus on value and interest • Attracting an audience with valuable and interesting content vs buying an audience through traditional mass media advertising slots in prime time media • "Always on" nature of digital content • Hofacker's 5 stages framework – exposure, attention, comprehension/perception, yielding/acceptance, retention as an alternative to the older AIDA model
	4.2 Explain the key steps for producing successful digital marketing content	• Understand the customer – what they value and the problems they need to solve • Consider the customer's needs in terms of information and/or entertainment • Link this knowledge to the organisation's expertise • Explore relevant media types • Develop or curate specific content for different media • Update content regularly • Link content to easy purchasing processes

	4.3 Discuss how different forms of digital marketing content could be used	• Expensive but longer lasting (Stock) content vs Cheaper and quickly dated (Flow) content
		• Entertain/Inspire/Educate/Convince (Bosomworth's framework)
		• Formats:
		   o Virals/Quizzes/Games/Competitions
		   o Infographics/e-books/guides/trend reports
		   o Webinars/interactive demos/case studies
		• Reviews/ratings/events/endorsements

	4.4 Discuss the participative nature of digital content development	• Consumer generated content • Consumers part in brand stories • Content sharing • Discussions and forums

Unit 3: Working on Digital Campaigns

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative content
5. Develop digital marketing communications campaigns	5.1 Develop campaign content aimed at a specific market segment and communication mix choice	• Choice of segment/persona • Selection of communications mix options • Generating specific content (eg, an email, blog or website page)
	5.2 Explain the purpose of a campaign	• Setting objectives • Reach, Act, Convert, Engage • Acquisition/retention • Links to off-line marketing
	5.3 Summarise what is meant by digital marketing mixes	• 7Ps (Product, Price, Place, Promotion, People, Process, Physical evidence) in a digital context

	5.4 Assess the tactical communication mix options available for campaigns both in terms of their communication effectiveness and their resource requirements	Communications mix options:
		• Searching engine marketing
		• Search Advertising
		• Online advertising
		• Affiliate marketing
		• Video marketing
		• Social media
		• Email marketing
		• Mobile marketing
		• Website design
		• Resource considerations:
		  o Human resources/time
		  o Financial resources/budgets

6. Understand methods of measuring digital marketing communications campaigns	6.1 Identify the role of metrics in digital marketing campaigns	• Objectives • Goals • KPIs

	6.2 Describe how information is tracked and collected in Digital Marketing	- Via Cookies (small text files on a device used to identify previous visitors to a website) - Server-based tracking (using the log files generated by clicks on a website) - Universal analytics – Google's new service to allow individuals to be tracked rather than via browsers or devices. On-site and off-site analytics.
	6.3 Evaluate the usefulness of metrics used to measure campaign success	- Hits - Page Views - Visits - Visitors – new/returning - Navigation analytics - Stickiness - time spent on site - Reaction to content – bounces, conversion - Referrals - Customer feedback tools
	6.4 Discuss how the data collected can be analysed and used to modify campaigns	- Taking corrective action in response to variance from targets/goals for campaigns - Observing customer behaviour patterns in response to campaigns - Segmentation – looking at how specific groups of users/customers behave in response to the campaign - Testing (eg, A/B tests for different landing pages, concept testing and usability testing)