# Module Specification:

# CIM Level 6 Award in Driving Digital Experience (VRQ)

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

**Driving Digital Experience**
Mandatory module
Assessment by assignment

—

**Digital Strategy**
Mandatory module
Assessment by assignment

—

**Mastering Digital Channels**
Mandatory module
Assessment by assignment

To gain the CIM Level 6 Digital Diploma in Professional Marketing a pass in all three mandatory modules is required. 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

Customer behaviour has dramatically changed with the digital revolution. This module provides insights into the digital customer experience. Organisations need to adapt to this changing market and take action to fulfil their strategic needs.

## 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 Driving Digital Experience module content which follows.

# CIM Level 6 Digital Diploma in Professional Marketing (VRQ) 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: Driving Digital Experience (mandatory)

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

**Purpose statement**

Customer behaviour has dramatically changed with the digital revolution. This module provides insights into the digital customer experience. Organisations need to adapt to this changing market and take action to fulfil their strategic needs.

**Assessment**

Work-based assignment

**Module weighting**
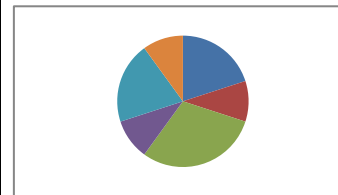


LO 1 – 15% weighting
LO 2 – 15% weighting
LO 3 – 15% weighting
LO 4 – 20% weighting
LO 5 – 20% weighting
LO 6 – 15% weighting

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

**Customer Insights and Innovation**
- Generate relevant insights into digital customers
- Appraise trends and innovation in the digital experience

**Digital Metrics and Analytics**
- Identify and assess digital metrics and analytics
- Deliver methods for reporting digital performance indicators

**The Digital User Experience**
- Illustrate the customer journey
- Recommend how to improve the user experience

# Unit 1: Customer insights and innovation

| Learning outcomes<br>The learner will: | Assessment criteria<br>The learner can: | Indicative content |
|---|---|---|
| 1. Generate relevant insights into digital customers | 1.1 Analyse customer data to generate insights for customer personas | • Customer data sources (in-house, customer surveys)<br>• Online research sources (third-party sources, web exit surveys, social media data)<br>• Understand media consumption by device<br>• Current and changing customer behaviour<br>• Abandoned carts, searching and browsing<br>• Create customer personas using webographics, psychographics and demographics |
| | 1.2 Describe customer insight research techniques | Customer insight research techniques<br>• Analytics and insights<br>• Polls and surveys<br>• Sentiment analysis<br>• Crowdsourcing for research<br>• Social media analysis<br>• Using advertising functions in social media platforms to define customer audiences |
| | 1.3 Assess innovative methods of digital customer experience | • Live chat, live streaming<br>• Chatbots, virtual assistants, messenger apps<br>• Testing labs |
| 2. Appraise trends and innovation in the digital experience | 2.1 Identify trends driving changes in digital customer behaviour | • Webrooming and showrooming<br>• Influencer marketing<br>• Artificial intelligence, voice search<br>• Privacy and the right to be forgotten<br>• The uninvited brand |

| Learning outcomes<br>The learner will: | Assessment criteria<br>The learner can: | Indicative content |
|---|---|---|
| | 2.2 Demonstrate opportunities for digital marketing innovation in the organisation | • The digital marketing evolution<br>• Internet of things<br>• Connected home, smart cities<br>• Crowdsourcing for additional resources |
| | 2.3 Recommend, with justification, methods to enhance the digital customer experience | • Social customer service<br>• Customer experience via wearables, mobile and apps<br>• Mixed reality, virtual reality and augmented reality<br>• Machine learning and cognitive computing<br>• Marketing automation |

# Unit 2: Digital metrics and analytics

| Learning outcomes<br>The learner will: | Assessment criteria<br>The learner can: | Indicative content |
|---|---|---|
| 3. Identify and assess digital metrics and analytics | 3.1 Illustrate how data can be used to drive improvement in the user experience | • Understanding insights and analytics (offsite and onsite)<br>• Setting analytics goals<br>• Understanding visitor analytics<br>• Tracking campaign performance<br>• Attribution modelling<br>• Retargeting<br>• Conversion tracking |
| | 3.2 Justify metrics and analytics to measure and improve digital marketing activities | • Web analytics<br>• Social media insights<br>• Email reports<br>• PPC analytics<br>• Content analytics |
| | 3.3 Determine the gaps between the available and required data to enhance strategic decisions | • On-site and offsite tools<br>• Building measurement frameworks |
| 4. Recommend digital performance indicators | 4.1 Evaluate digital performance indicators | • Common Key Performance Indicators (KPIs) in digital marketing<br>• Differences between analytics and insights<br>• Vanity metrics<br>• Measuring return on investment<br>• Creating digital goals and objectives |
| | 4.2 Explain how data can be utilised to create an actionable plan | • Application of data<br>• Data versus Key Performance Indicators (KPIs)<br>• Landing pages |

| Learning outcomes<br>The learner will: | Assessment criteria<br>The learner can: | Indicative content |
|---|---|---|
|  | 4.3 Outline methods of presenting relevant data and insights | • Reporting on digital marketing<br>• Roadmaps, timelines, dashboards, infographics<br>• Presentations, podcasts, video<br>• Benchmarking |

# Unit 3: The digital user experience

| Learning outcomes<br>The learner will: | Assessment criteria<br>The learner can: | Indicative content |
|---|---|---|
| 5.  Illustrate the customer journey | 5.1 Discuss key touch-points for customer acquisition and conversion | Customer acquisition and conversion via:<br>• Websites, key phrase analysis and selection<br>• Search engine optimisation (SEO)<br>• Search engine marketing (SEM), paid search or pay per click marketing (PPC)<br>• Blogs, Online PR, partnerships/affiliates, online communities<br>• Email<br>• Social media<br>• Content marketing, user generated content |
| | 5.2 Appraise the customer journey | • Customer journey mapping across mobile, tablet, desktop<br>• Paid, owned, earned media<br>• Social listening and sentiment analysis<br>• Legal and privacy requirements |
| | 5.3 Develop best practice for customer journeys | • Customer journey mapping techniques<br>• Content audit, content planning and content calendars<br>• The Honeycomb model for social media strategy |
| 6.  Recommend methods to improve user experience | 6.1 Evaluate the user experience in organisations | • Website structure, navigation and design<br>• User experience (UX)<br>• Usability<br>• Changing purchase behaviour (pay by mobile, wearable) |

| Learning outcomes<br>The learner will: | Assessment criteria<br>The learner can: | Indicative content |
|---|---|---|
| | 6.2 Recommend with justification, how the user experience could be improved | • Customer satisfaction and user feedback mechanisms (eg, Net Promoter Score, Voice of the Customer, star rating systems)<br>• Netnography<br>• Tools and technology to monitor and respond to users |
| | 6.3 Present a plan to improve customer digital experience | • Objectives for improvements<br>• Strategic options<br>• Digital marketing activity at touchpoints<br>• Budget and resources |
| | 6.4 Present a plan to test user experience | • Structured testing using A/B and multivariate<br>• Click testing, eye tracking and heatmaps |

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