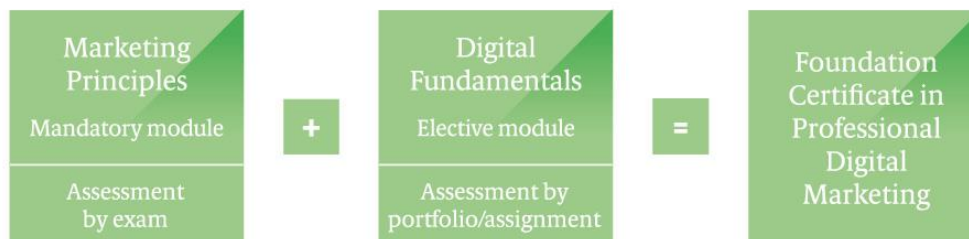# Module Specification:

CIM Level 3 Award in Digital Fundamentals (VRQ)

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

To gain the CIM Level 3 Foundation Certificate in Professional Digital Marketing, a pass in Marketing Principles and Digital Fundamentals is required.

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

Aim of the module

This module provides an introduction to the main aspects of digital marketing.
On completion of the module, you will have an appreciation of the impact that digital technology has had on marketing activities and its effect on customers. You will have an understanding of the digital marketing tools available, how those tools can be used and how to develop digital marketing content. Finally, you will know how to develop digital communications campaigns and how the effectiveness of those 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 a portfolio/ assignment. The assessment will require submission of a portfolio/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 Fundamentals module content which follows.

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

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

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

Module Content: Digital Fundamentals (elective)

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

Purpose statement

This module provides an understanding of the key concepts associated with digital marketing. It covers three units: the first relates to the impact of digital technology in marketing and the effects on customers; the second unit covers the understanding of effective digital marketing tools and content; and the third unit is about the development and measurement of effective digital marketing communications campaigns.

Assessment

Portfolio/assignment

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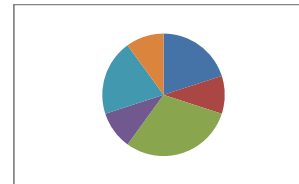
LO 1 – 15% weighting
LO 2 – 15% weighting
LO 3 – 20% weighting
LO 4 – 20% weighting
LO 5 – 20% weighting
LO 6 – 10% weighting

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

Fundamentals of Digital Marketing
- Understand the impact of digital technology on marketing activities
- Understand the effect of digital technology on customers

Digital Marketing Tools
- Understand the use of digital marketing tools
- Outline the development of digital marketing content

Developing Digital Communications Campaigns
- Know how to develop digital marketing communications campaigns
- Understand how to measure digital marketing communications campaigns

Unit 1: Fundamentals of Digital Marketing

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
1. Understand the impact of digital technology on marketing activities	1.1 Explain how digital techniques have evolved	• Digital advances and changes in marketing activities • Evolution of digital marketing • Growth of online transactions and social media
	1.2 Describe different digital marketing platforms available to marketers	• Purpose and functions of websites • Crowdsourcing and crowdfunding systems • Online auctions and third-party websites • Social media in customer buying and selling
2. Understand the effect of digital technology on customers	2.1 Summarise how digital technology has changed customer behaviour	• Customers' online power • Second screening and digital behavioural changes • Online customer journey • Online communities
	2.2 Describe how social media platforms engage with different customers	• Customers' motivations for using social media platforms • Advantages and disadvantages of social media platforms • Use of social media platforms to communicate with customers • Concerns with social media platforms

Unit 2: Digital Marketing Tools

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content

3. Understand the use of digital marketing tools	3.1 Describe the main elements within the digital marketing toolbox	• Elements of the digital marketing toolbox including:
		  o Email
		  o Websites
		  o Online PR
		  o Search engine optimisation
		  o Blogs
		  o Social networks
		  o Online advertising

	3.2 Assess how digital marketing tools can be used with a range of different customers	• Advantages and disadvantages of these tools • Opportunities and threats of these tools • Using the tools in different customer contexts – B2B, B2C, Not-for-Profit

4. Outline the development of digital marketing content	4.1 Explain the different content options for digital marketing tools	• Digital marketing content formats including:
		  o words and images
		  o GIFS
		  o videos
		• Role of user-generated content
		• Devices and content options

	4.2 Describe the key steps for producing successful digital marketing content	• Role of content marketing • Processes in developing content • Customers and content creation

Unit 3: Developing Digital Communications Campaigns

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
5. Know how to develop digital marketing communications campaigns	5.1 Identify the factors to be considered when developing digital marketing communications campaigns	• Creating objectives • Understanding different audiences • Selecting relevant digital marketing tools • Selecting relevant digital marketing content
	5.2 Support the development of digital marketing communications campaigns	• Choosing digital tools and content for different purposes, for example: 　○ customer acquisition 　○ customer conversion 　○ customer retention • Resources available for digital marketing communications campaigns • Building customer interaction and touchpoints
6. Understand how to measure digital marketing communications campaigns	6.1 Identify the role of metrics in digital marketing communications campaigns	• Assessing results against campaign objectives • Purpose of digital marketing metrics • Types of digital metrics for measuring digital campaigns
	6.2 Discuss reporting in digital marketing communication campaigns	• Methods of reporting results • Improving reporting • Managing and using campaign data • Benefits to the organisation

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