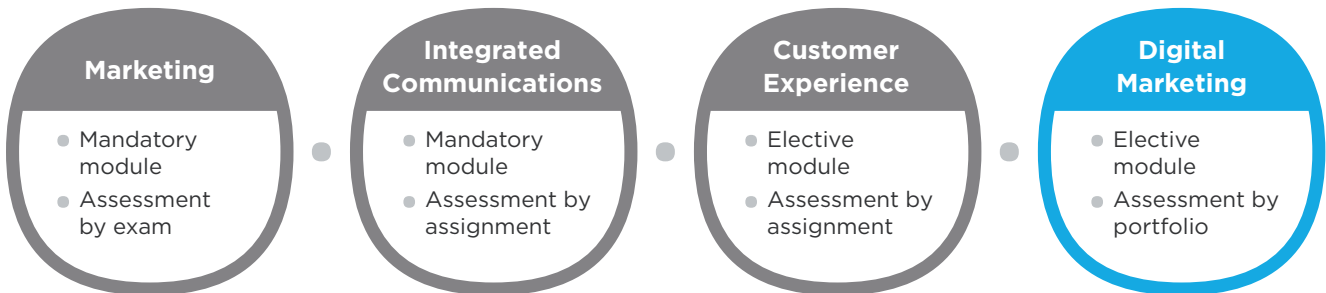


Digital Marketing is an elective module which sits within the suite of Level 4 modules.



To gain the CIM Level 4 Certificate in Professional Marketing, a pass in both **mandatory** modules plus one **elective** module is required. However, each module can be taken as a standalone module to gain a module award.

PURPOSE STATEMENT

Digital marketing is a constantly evolving and increasingly important discipline within modern marketing. This unit will enable you to build essential skills in order to identify, integrate and monitor effective digital tactics to deliver enhanced marketing activities.

AIMS OF THE MODULE

This module is about appreciating the importance of the ever-evolving, dynamic digital landscape and understanding how to develop skills to improve digital marketing effectiveness. It provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.

MODULE STRUCTURE

This 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 portfolio.

ASSESSMENT: PORTFOLIO

The assessment will require submission of a work-based portfolio which is broken down into three tasks – research, plan and report.

NOTIONAL LEARNING TIME

Notional learning time is the amount of time it is expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria and includes:

- Guided learning hours.
- Practical and work-based learning.
- Assessment preparation time.
- Assessment time.

Each module will take 130-150 hours notional learning time.

ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Introductory Certificate in Marketing qualification.
- Any relevant Level 3 qualification.
- Any UK degree or international equivalent.
- International Baccalaureate (equivalent to NQF Level 3 and above).
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

OVERARCHING LEARNING OUTCOMES

The weighting of learning outcome, as part of the overall assessment, is indicated in brackets.

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

Unit 1: The digital landscape

- Understand the opportunities and challenges presented through the disruptive digital environment (15%).
- Assess the impact and influence of the dynamic digital environment (15%).

Unit 2: Digital toolkit

- Know how key digital tools can support and enhance marketing (20%).
- Understand the relevance of digital platforms and channels in context (20%).

Unit 3: Digital in action

- Develop digital activities to support and enhance multichannel marketing (15%).
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness (15%).

WHAT'S NEXT?

CIM also offers the Level 6 Diploma in Professional Marketing designed for marketers working in an operational, supervisory or management role. If you have a marketing degree, you may be able to start at diploma level. For more information on entry requirements, please contact your study centre.

