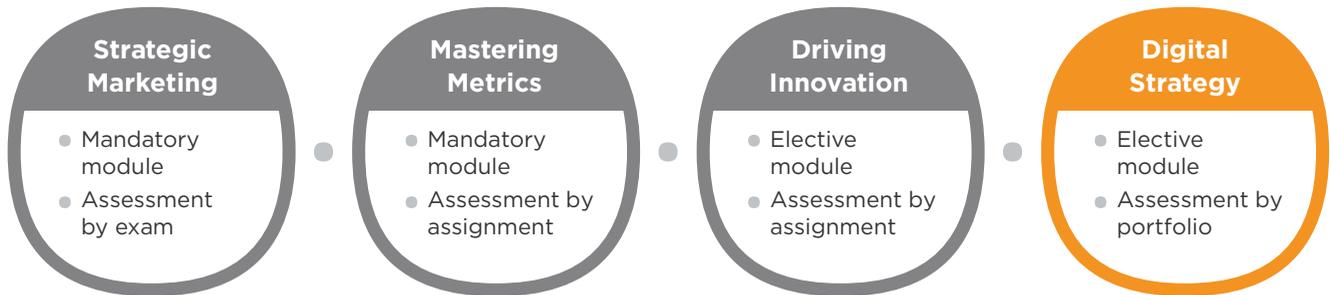


Digital Strategy is an elective module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma 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

For many organisations digital marketing has evolved from a set of tactical actions into a significant element of strategy. This unit will provide you with an in-depth consideration of digital marketing capabilities that can be embedded within strategic marketing planning.

## AIMS OF THE MODULE

This module provides insight into how organisations can implement digital marketing capabilities into strategic marketing planning. It outlines how an understanding and analysis of the macro- and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.

## 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 three-part portfolio comprising 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 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (ie 120 credits in Bachelor's degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

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: Digital disruption

- Understand the strategic implications of the disruptive digital environment (10%).
- Generate relevant insights into key emerging themes within the digital marketing environment (20%).

### Unit 2: Digital planning

- Develop strategic recommendations in response to the need to acquire, convert and retain customers (20%).
- Deliver an agile response to changing customer behaviours (20%).

### Unit 3: Delivering success

- Know how to manage and optimise key channels and content within a digitally enhanced strategic plan (20%).
- Apply key digital measures to analyse social, sentiment, search and site behaviour (10%).

