# Module Specification:

# CIM Level 4 Award in Digital Marketing Techniques (VRQ)

Digital Marketing Techniques is a 17-credit elective module which sits within the suite of Level 4 modules.



To gain the CIM Level 4 Certificate in Professional Digital Marketing, a pass in Applied Marketing, Planning Campaigns plus Digital Marketing Techniques is required.

If studied as a standalone module, the CIM Level 4 Award in Digital Marketing Techniques (VRQ) can be achieved.

## Aim of the module

This module focuses on the importance of the ever-evolving, dynamic digital landscape. You will develop skills to improve digital marketing performance and explore the challenges and opportunities within the digital environment. You will also use a range of tools to plan how to enhance an organisation’s effectiveness in the digital age.

## Module structure

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and be assessed by way of an assignment. The assessment will require submission of an 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 Marketing Techniques module content which follows.

## CIM Level 4 Certificate in Professional Digital Marketing (VRQ) Qualification Specification

Please refer to the CIM Level 4 Certificate in Professional Digital Marketing Qualification Specification for all other information relating to the CIM Level 4 Certificate in Professional Digital Marketing including:

* CIM Professional Marketing Competencies
* The Level 4 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 are results issued?
* Module specifications
* What we mean by command words

 Module Content: Digital Marketing Techniques (elective)

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| --- | --- | --- |
| Level 4 | Credit value: 17 | Total Qualification Time: 170 hours Guided Learning Hours: 150 hours |

 **Purpose statement**

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| This module covers the evolving nature of digital marketing concepts and use of digital techniques within organisations. The module covers three units: the first unit relates to the understanding, application and assessment of digital tools and techniques; the second unit is about developing knowledge to apply integrated digital marketing processes, which enhance the organisation’s engagement with stakeholders; and the third unit is about the development and evaluation of digital marketing plans. Acknowledge at this level that everything in digital has a carbon footprint. |

 **Assessment**  **Module weighting**

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

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| **Overarching learning outcomes**By the end of this module learners should be able to: |
| **Digital Techniques*** Understand digital marketing tools and techniques
* Assess different applications of digital marketing

**Digital Enhancement*** Know how to integrate digital and offline marketing
* Understand approaches to enhancing stakeholder engagement

**Digital Management*** Know how to develop a digital marketing plan
* Apply and adapt digital marketing analysis
 |

##  Unit 1: Digital Techniques

| **Learning Outcomes**The learner will: | **Assessment Criteria**The learner can: | **Indicative Content** |
| --- | --- | --- |
| 1. Understand digital marketing tools and techniques | 1.1 Appraise the scope of the digital marketing toolbox  | * The digital marketing toolbox including, but not limited to: Email, Websites, Online PR, Search Engine Marketing, Blogs, Social networks, Online advertising
* Advantages or disadvantages of digital marketing tools
* Organisational contexts and situations where different digital marketing tools can be utilised
* Environmental, sustainable and ethical impacts of technology and digital marketing
 |
| 1.2 Applying a range of digital marketing techniques in different contexts | * Activities to encourage customer engagement throughout the entire customer lifecycle (ie acquisition, conversion and retention)
* Personalisation, customisation, triggered processes and co-creation
* The validity, reliability, effectiveness and applicability of techniques
 |
|  2. Assess different applications of digital marketing | 2.1 Assess digital marketing activity in organisational contexts | * Strong and weak practice in digital marketing application using examples from a range of organisations
* Reach, impact and cost effectiveness
* Sentiment analysis; positive and negative online content
* Reduction / elimination of digital waste
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| 2.2 Illustrate how digital marketing can support the marketing function | * Elements in the digital marketing toolbox working together to deliver results
* Using examples to show the inter-relationships between different elements
* Applying best practises to improve effectiveness of current digital activities in the context of the marketing mix activities
* Consideration of carbon footprint
 |
| 2.3 Explain the role of content in the digital marketing environment | * Advantages and disadvantages of different content formats
* Key factors in content marketing
* Where and how content marketing is used in the digital marketing environment
* Content types used to effectively deliver marketing activities (ie. flow, stock content)
* Ever increasing content formats, solutions to reduce carbon footprint
* Carbon calculators
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## Unit 2: Digital Enhancement

| **Learning Outcomes**The learner will: | **Assessment Criteria**The learner can: | **Indicative Content** |
| --- | --- | --- |
| 3. Know how to integrate digital and offline marketing  | 3.1 Determine key factors affecting the integration of digital and offline marketing | * Application of frameworks and/or models of integration
* Consideration of resource planning issues
* Integrated communications to ensure co-ordination and consistency and reduction of digital waste (carbon footprint)
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| 3.2 Demonstrate the advantages and disadvantages of multichannel marketing | * The benefits of integrated data and analysis including digital carbon footprint
* The opportunity to increase reach and enhance customer touchpoints
* Resource management
* Issues concerning data management
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| 3.3 Describe how to measure the use of integrated marketing tactics | * Methods of capturing customer feedback
* Testing and analysis of digital marketing activities
* Reviewing digital marketing insights and analytics to improve customer experience
 |
| 4. Understand approaches to enhancing stakeholder engagement  | 4.1 Illustrate how organisations’ key stakeholders influence digital marketing campaigns | * Examples of the interests of, and relationships with, key stakeholders
	+ Customers
	+ Consumers
	+ Users
	+ Staff
* The creation of personas to understand values, interests in behaviour and attitudes
* Engaging stakeholders and building relationships over and above purely transactional
* Customer attitudes towards economic, social and environmental sustainability
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| 4.2 Outline online customer journeys to support improvements in customer experience  | * Mapping the stages of the online customer journey, including pre-purchase, purchase and post purchase
* Using digital marketing tools to improve awareness of broader societal issues and online customer experience
* Customer retention and customer lifetime value
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## Unit 3: Digital Management

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| **Learning Outcomes**The learner will: | **Assessment Criteria**The learner can: | **Indicative Content** |
| --- | --- | --- |
| 5. Know how to develop a digital marketing plan | 5.1 Discuss the key stages in digital marketing planning | * Objective setting
* Digital toolbox
* Resources
* Implementation
 |
| 5.2 Create a digital marketing plan | * Key components of a digital marketing plan to meet stated objectives
* Integrating individual elements of the marketing mix
 |
| 6. Apply and adapt digital marketing analysis | 6.1 Demonstrate an understanding of the data required for measuring the performance of digital plans | * Primary and secondary dataInternal and external sources
* Analytics and insights from digital activity across the marketing mix
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| 6.2 Recommend online metrics to determine performance against objectives | * Online measurements
* Social media metrics
* Actionable metrics
* Reporting of metrics to stakeholders (i.e. senior leadership team)
* Sustainability calculators
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| 6.3 Reflect on how to monitor changes in the technological environment | * Tools and techniques for monitoring and reporting digital changes in the digital marketing environment
* Environmental scanning
* Methods of capturing and reporting changes
* Developing insights
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