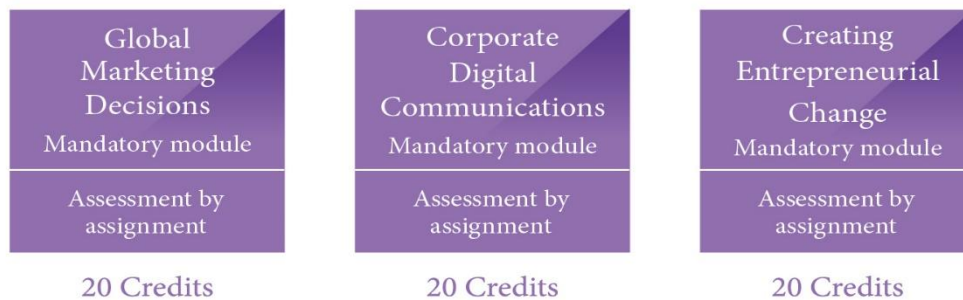


## Module Specification:

### Corporate Digital Communications

Corporate Digital Communications is a 20-credit mandatory module which sits within the suite of Level 7 modules.



To gain the CIM Level 7 Postgraduate Diploma in Professional Marketing a pass in all **THREE** mandatory modules is required. However, each module can be taken as a standalone module to gain a module award.

### Aim of the module

Senior level marketers need to be able to identify and prioritise key stakeholders, and the influence they have in determining the role for corporate reputation management in organisations. This module will enable you to critically appraise the corporate brand and the importance of digital communications in developing corporate positioning and building brand equity. Learners will be able to recommend and justify digital channels and tools effectively to support corporate reputation.

### 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 relating to an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Corporate Digital Communications module content which follows.

# CIM Level 7 Postgraduate Diploma in Professional Marketing Qualification Specification

Please refer to the CIM Level 7 Postgraduate Diploma in Professional Marketing Qualification Specification for all other information relating to the CIM Level 7 Postgraduate Diploma in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 7 qualification structure
- Who it's for?
- Entry requirements
- The Modular Pathway
- 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: Corporate Digital Communications (mandatory)

Level 7	Credit value: 20	Total Qualification Time: 200 hours
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### Purpose statement

Senior level marketers need to be able to identify and prioritise key stakeholders, and the influence they have in determining the role for corporate reputation management in organisations. This module will enable you to critically appraise corporate brand and the importance of digital communications in developing the corporate positioning and building brand equity. Learners will be able to recommend and justify digital channels and tools effectively to support corporate reputation.

### Assessment

An assignment based on a given scenario relating to an organisation of choice

### Overarching learning outcomes

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

#### Communication Context and Stakeholders

- Identify key stakeholders and their influence
- Determine the role for corporate reputation management in organisations

#### Building the Corporate Brand

- Critically appraise the contribution of the corporate brand in maintaining and developing the corporate positioning
- Assess the role of corporate reputation in supporting and building brand equity

#### Integrating Digital Communications Strategies

- Appraise trends and innovation in the digital experience
- Evaluate the effective use of integrated channels to support corporate reputation

## Unit 1: Communication Context and Stakeholders

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
1. Identify key stakeholders and their influence	1.1 Undertake stakeholder analysis and mapping, prioritising target publics relating to corporate reputation	<ul style="list-style-type: none"> <li>• Investors – investor relations</li> <li>• Customers – marketing communications</li> <li>• Employees – internal communications</li> <li>• Government – public affairs</li> <li>• The public – public relations</li> <li>• Media</li> <li>• Suppliers</li> <li>• Stakeholder mapping</li> <li>• Prioritisation</li> <li>• Saliency</li> <li>• Mendelow’s Matrix</li> <li>• Relate to a number of scenarios: crisis, product launch, etc.</li> </ul>
	1.2 Evaluate the forces that can influence an organisation’s stakeholders, and assess their level of current and potential influence	<ul style="list-style-type: none"> <li>• External Forces: environmental, financial, political, social, industry-wide, legal, technological, cyber-security, community-based, social media</li> <li>• Relational: competitive and collaborative strategies, resources, mergers/acquisitions, repositioning</li> <li>• Internal forces: resources, political, strategy, structure, behaviour, communication climate</li> </ul>
	1.3 Critically appraise the nature and characteristics of corporate communications	<ul style="list-style-type: none"> <li>• Definitions</li> <li>• Corporate communications mix: management, organisational, marketing</li> </ul>

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
		<ul style="list-style-type: none"> <li>• Principle activities: internal, investor, marketing, public affairs, issues management</li> <li>• Communication ethics</li> <li>• Legal and regulatory environment</li> </ul>
2. Determine the role for corporate reputation management in organisations	2.1 Critically evaluate the context and concepts relating to corporate reputation	<ul style="list-style-type: none"> <li>• Development, evolution and perception of corporate reputation</li> <li>• Corporate image versus corporate identity</li> <li>• Context: industrial, not-for-profit, competitive, societal, political</li> <li>• Criteria: credibility, trustworthiness, reliability and responsiveness</li> <li>• Digital channels</li> </ul>
	2.2 Justify the importance and significance of managing an organisation's corporate reputation	<ul style="list-style-type: none"> <li>• Financial performance</li> <li>• Managing shareholder value</li> <li>• Improved competitiveness</li> <li>• Recruitment, retention and morale</li> <li>• Customer sentiment</li> </ul>
	2.3 Critically evaluate the way an organisation develops its identity	<ul style="list-style-type: none"> <li>• Image</li> <li>• Identity</li> <li>• Reputation</li> <li>• The role of employees</li> <li>• CSR</li> <li>• Digital presence</li> </ul>

## Unit 2: Building the Corporate Brand

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
3. Critically appraise the contribution of the corporate brand in to maintaining and developing the corporate positioning	3.1 Critically assess the compatibility of an organisation's corporate strategy, structure, systems and culture in relation to its positioning and reputation	<ul style="list-style-type: none"> <li>• Vision, mission, values, objectives</li> <li>• Organisational structure and culture</li> <li>• Organisational communication climate</li> <li>• Perception and positioning</li> </ul>
	3.2 Critically evaluate the nature of corporate brands and make recommendations concerning any gap between identity and image	<ul style="list-style-type: none"> <li>• Definitions of corporate branding</li> <li>• Elements: differentiation, transferability, psychic value, recall, premium</li> <li>• Typologies: Olins, Kammerer, van Riel</li> <li>• Drivers: strategy, organizational, employee, value</li> <li>• Levels of corporate endorsement</li> <li>• Rebranding</li> <li>• Positioning/re-positioning</li> <li>• gap analysis</li> </ul>
4. Assess the role of corporate reputation in supporting and building brand equity	4.1 Appraise the relationship between corporate reputation and brand equity	<ul style="list-style-type: none"> <li>• Role of employees in relation to corporate reputation</li> <li>• Ease of recruitment</li> <li>• Effects of CSR</li> <li>• Effect on product performance</li> <li>• Impact on customer loyalty</li> <li>• Impact on financial performance</li> </ul>
	4.2 Evaluate the impact of corporate character on the corporate brand	<ul style="list-style-type: none"> <li>• Defining corporate character</li> <li>• The role of employees in building corporate brand</li> </ul>

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
		<ul style="list-style-type: none"> <li>• Organisation culture and its impact on employee behaviour and corporate character</li> <li>• The impact of corporate strategy, including mission, values and positioning, formulation process, on the corporate brand</li> <li>• How organisational structures relate to corporate character</li> <li>• What is the communication climate of the organisation and how does this impact on corporate character?</li> </ul>
	4.3 Recommend and justify strategies for using corporate reputation to build brand equity	<ul style="list-style-type: none"> <li>• Meaning: visual, organisational, corporate, visual identity versus strategic identity</li> <li>• Identity mix: behaviour, communication and symbolism</li> <li>• Brand strategy: structure, architecture and promise</li> <li>• Systems and processes, eg, formalistic or organic, developing or established, communication culture, use of digital communications</li> </ul>
	4.4 Evaluate approaches to monitoring and measuring brand equity	<ul style="list-style-type: none"> <li>• Measurement using commercial systems, eg, Brand Asset Valuator, BrandZ, Equitrend, Brand Power, USA's Most Admired, Reputation Quotient, Rep Track ROI</li> <li>• ROI</li> <li>• Brand equity</li> <li>• Shareholder value</li> <li>• Media comment</li> </ul>

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
		<ul style="list-style-type: none"><li>• Social media comment, blogging</li></ul>



## Unit 3: Digital Communications Strategies

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
5. Appraise trends and innovation in the digital experience	5.1 Evaluate trends driving changes in digital stakeholder behaviour	<ul style="list-style-type: none"> <li>• Macro environmental factors</li> <li>• Micro environmental factors</li> <li>• Technological factors</li> <li>• Risks and opportunities</li> <li>• Employee online behaviour</li> <li>• The role of Artificial Intelligence (AI)</li> </ul>
	5.2 Develop strategies for digital communications innovation	<ul style="list-style-type: none"> <li>• Developing aims and purpose</li> <li>• Tasks, eg, informing, exploring, relating, negotiating and mixed formats</li> <li>• Circumstances, eg, periodic reporting, crisis, merger/acquisition, repositioning, strategic change, decline</li> <li>• Stimulating and embracing change, eg, knowledge, attitudes, behaviour</li> <li>• Online listening</li> <li>• Engaging online audiences</li> <li>• Using innovative digital technologies to influence/change stakeholder behaviour</li> </ul>
	5.3 Recommend, with justification, strategies to enhance stakeholder digital communications	Definitions of corporate communication strategies, including: <ul style="list-style-type: none"> <li>• Types: structure, flow, content and climate</li> <li>• Roles: efficiency, shared meaning, connectivity, satisfaction</li> <li>• Intellectual and emotional engagement</li> <li>• Messages: information and emotional dimensions of digital engagement</li> </ul>

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
		<ul style="list-style-type: none"> <li>• Tools, eg, online advertising, sales promotion, personal selling, blogging/vlogging, public relations</li> <li>• Media, eg, web, digital media and social networking, AI</li> <li>• Immersive/experiential technologies</li> <li>• Social listening</li> </ul>
6. Evaluate the use of effective digital channels to support corporate reputation	6.1 Appraise the effectiveness of available digital channels within the market	<ul style="list-style-type: none"> <li>• Evaluate channel reach/performance</li> <li>• Understand channel users</li> <li>• Evaluate appropriateness and effectiveness of channel for your organisation</li> <li>• Understand channel algorithms and impact on activity</li> </ul>
	6.2 Evaluate key market and technology developments in digital tools and channels that can impact corporate reputation	<ul style="list-style-type: none"> <li>• Assess impact of macro and micro environmental factors</li> <li>• Assess impact of algorithmic changes</li> <li>• Assessment impact of new technologies, eg, AI</li> <li>• Assess impact of social networks, review sites etc. on reputation</li> </ul>
	6.3 Appraise the digital technologies available to monitor and measure reputation	<ul style="list-style-type: none"> <li>• Measuring the effectiveness of corporate communications: eg, Kelly Repertory</li> <li>• Google Analytics</li> <li>• Google Webmaster Tools</li> <li>• Facebook Insights</li> <li>• Klout</li> <li>• Hootsuite</li> <li>• Social Bro</li> <li>• Wildfire Monitor</li> <li>• FeedBurner and other new approaches</li> </ul>

<b>Learning outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
	6.4 Recommend, with justification, a digital communications strategy to protect and strengthen corporate reputation	Strategy development in relation to: <ul style="list-style-type: none"> <li>• Intellectual and emotional engagement</li> <li>• Messages: information and emotional dimensions of digital engagement</li> <li>• Tools, eg, online advertising, sales promotion, personal selling, blogging/vlogging, public relations</li> <li>• Media, eg, web, digital media and social networking, AI</li> <li>• Messages: informational and emotional dimensions of engagement</li> <li>• Immersive/experiential technologies</li> </ul>



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