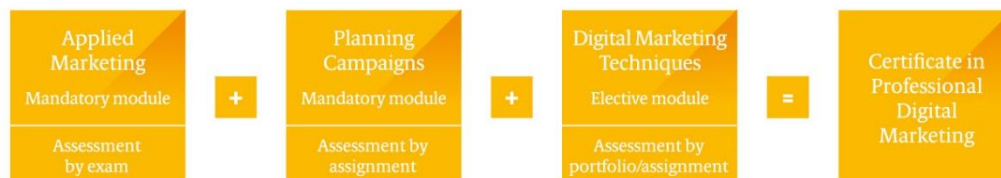


Module Specification:

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 learners are required to pass both mandatory modules plus Digital Marketing Techniques.

If studied as a standalone module, an individual award 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 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 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)

Level 4	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
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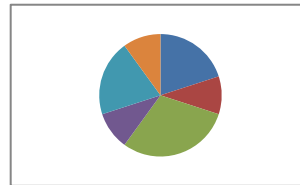
Purpose statement

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.

Assessment

Portfolio/Assignment

Module weighting



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

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	<ul style="list-style-type: none"> • 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
	1.2 Applying a range of digital marketing techniques in different contexts	<ul style="list-style-type: none"> • Activities to encourage customer acquisition, conversion and retention • Real-time marketing, 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	<ul style="list-style-type: none"> • 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
	2.2 Illustrate how digital marketing can support the marketing function	<ul style="list-style-type: none"> • Elements in the digital marketing toolbox working together to deliver results • Using examples to show the inter-relationships between different elements • Adapting the elements of the marketing mix

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
	2.3 Explain the role of content in the digital marketing environment	<ul style="list-style-type: none"> • Advantages and disadvantages of different content formats • Key factors in content marketing • Where and how content marketing is used in the digital marketing environment • Elements of the content management process

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	<ul style="list-style-type: none"> • Application of frameworks and/or models of integration • Consideration of resource planning issues • Integrated communications to ensure co-ordination and consistency
	3.2 Demonstrate the advantages and disadvantages of multichannel marketing	<ul style="list-style-type: none"> • The benefits of integrated data and analysis • The opportunity to increase reach and enhance customer touchpoints • Resource management • Issues concerning data management
	3.3 Describe how to measure the use of integrated marketing tactics	<ul style="list-style-type: none"> • Methods of capturing customer feedback • Testing and analysis of digital marketing activities • Reviewing digital marketing insights and analytics
4. Understand approaches to enhancing stakeholder engagement	4.1 Illustrate how organisations' key stakeholders influence digital marketing campaigns	<ul style="list-style-type: none"> • Examples of the interests of, and relationships with, key stakeholders <ul style="list-style-type: none"> ○ Customers ○ Consumers ○ Users ○ Staff • The creation of personas to understand interests • Engaging stakeholders and building relationships

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
	4.2 Outline online customer journeys to support improvements in customer experience	<ul style="list-style-type: none"> • Mapping the stages of the online customer journey, including pre-purchase, purchase and post purchase • Using digital marketing tools to improve the online customer experience • Customer retention and customer lifetime value

Unit 3: Digital Management

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	<ul style="list-style-type: none"> • Objective setting • Digital toolbox • Resources • Implementation
	5.2 Create a digital marketing plan	<ul style="list-style-type: none"> • Key components of a digital marketing plan to meet stated objectives • Integrating 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	<ul style="list-style-type: none"> • Primary and secondary data Internal and external sources • Analytics and insights from digital activity across the marketing mix
	6.2 Recommend online metrics to determine performance against objectives	<ul style="list-style-type: none"> • Online measurements • Social media metrics • Actionable metrics • Vanity metrics
	6.3 Reflect on how to monitor changes in the technological environment	<ul style="list-style-type: none"> • 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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