

## THE CAM Diploma in Digital Marketing with Goldcrest Academy

### Who is it for?

This course is ideal for those individuals or marketers, who would like to specialise or qualify in digital marketing, communications and planning. It is suitable for employees working in or who plan to work in communications, marketing, creative or planning agency roles in either the public, private or not-for-profit sectors.

This dynamic qualification, launched in 2009, provides the opportunity to gain and evidence skills in digital marketing and planning. Created by the CAM foundation, this qualification sits alongside the globally recognised range of professional marketing qualifications available from the CIM.

### What will you gain?

The qualification focuses on the fundamental planning concepts for online activity, implementation, measurement and evaluation of successful campaigns. It covers SEO (search engine optimisation), PPC (pay per click), online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, legislation, regulation and codes of practice.

In an increasingly multi-channel environment, this qualification enables candidates to become adept at working in both traditional and digital marketing environments.

### Benefits to candidates

- Achieve an industry recognised qualification which demonstrates your ability to apply and integrate the range of digital marketing and communications mix tools.
- Gain the marketing skills you need at an operational level to maximise commercial opportunities for your company or organisation.
- Achieve an industry recognised transferable qualification
- Understand how to create, implement and evaluate effective digital activities.

### Benefits to employers

- The development of additional skills which are immediately relevant to the work situation
- Assessments are based on organisational situations and are designed to be practical, relevant, commercial and insightful
- Offer greater breadth of knowledge and competence leading to improved productivity and innovation
- Up to date using practical examples and students' industry sectors to apply new skills in practice
- All qualifications have been designed following consultation with and feedback from employers

### Entry criteria

The CAM Foundation and CIM require that you meet one or more of the following criteria:

1. Suitable competence in marketing communications roles, demonstrated by length and type of experience and projects / campaign responsibilities.
2. Any recognised degree or equivalent level 4 qualification.
3. A relevant level 3 or above qualification eg CIM Certificate in Marketing / CIM Certificate in Marketing Management Practice / CIM Professional Certificate / CIPR Advanced Certificate.
4. Candidates who hold the full CIM Professional Diploma or the Marketing Planning module, are exempt from the third module – Marketing and Consumer Behaviour.

*Note: With qualifications which are over 10 years old, the CIM will not consider them for exemption purposes.*

Those educated outside of the UK must have achieved the equivalent of the above entry criteria and, where English is not their first language, evidence of English language competence to IELTS 6.5 must be provided.

### What does the course consist of?

There are three modules which must be completed and passed to achieve this qualification. The modules are:

1. Digital Marketing Planning
2. Digital Marketing Essentials
3. Marketing and Consumer Behaviour (double unit)

#### 1. Digital Marketing Planning

The module	The learning outcomes
	<p>By the end of this unit, candidates will be able to:</p> <ul style="list-style-type: none"> <li>• Appraise the different planning approaches and marketing environmental factors that influence online marketing activity.</li> <li>• Review the similarities and differences between online and traditional marketing concepts and applications.</li> <li>• Discuss key stages in online development using relevant business models</li> <li>• Analyse the ways in which the internet has changed the marketing mix elements and how organisations employ them creatively in the digital environment.</li> <li>• Review the importance of target marketing and the emerging buyer behaviour characteristics of the online consumer and how organisations can respond to meet changing behaviour and expectations.</li> <li>• Apply relevant tools and concepts from this unit to design, measure and monitor an annual online marketing plan.</li> </ul>

<b>How will you be assessed?</b>	By assignment – these are work related activities, designed to be practical and relevant to build skills and expertise
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#### 2. Digital Marketing Essentials

The module	The learning outcomes
	<p>By the end of this unit, candidates will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of digital campaign tools, planning, implementing and monitoring digital marketing.</li> <li>• Explain the role of the essential elements of digital campaigns and describe the links between each technique</li> <li>• Explain how each tool of the digital communications mix can be coordinated effectively.</li> <li>• Evaluate a current digital communications campaign</li> <li>• Recommend improvements to a specified digital communications campaign.</li> <li>• Explain how the digital communications mix can be measured and monitored effectively.</li> </ul>

<b>How will you be assessed?</b>	By assignment – these are work related activities, designed to be practical and relevant to build skills and expertise
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### 3. Marketing and Consumer Behaviour

The module	The learning outcomes
	<p>By the end of this unit, candidates will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the role of the marketing plan and communications plan within the context of the organisation’s strategy and culture.</li> <li>• Understand the marketing planning process and the links between each stage of the process.</li> <li>• Explain the role of marketing communications and how the tools of the communications mix can be co-ordinated effectively.</li> <li>• Develop marketing communication and brand support activities based on an understanding of the salient characteristics of the target audience.</li> <li>• Explain the importance of developing long term relationships with customers, channel members, agencies, and other stakeholders and transfer such knowledge to the development of marketing communication activities.</li> <li>• Suggest suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communications.</li> </ul>

<b>How will you be assessed?</b>	By assignment – these are work related activities, designed to be practical and relevant to build skills and expertise.
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#### What will it cost?

The costs are £495 per module or £1,485 for the three modules. All fees are subject to VAT. Discounts are available if you sign up for and pay for all three modules prior to course start.

If you already hold the CIM Diploma (Marketing Planning / Process module), then you are exempt from one module – the Marketing and Consumer Behaviour module. This means that you only need to study two modules – Digital Marketing Essentials and Digital Marketing Planning.

#### All three modules

CAM Diploma £1,485 ex VAT. **Early bird discount of £185** if you sign up and pay for all three modules prior to course starting.  
In Digital Marketing

#### Individual module fee

CAM Diploma £495 ex VAT, for funding one module at a time.

All course fees include:

1. Course training days, including lunch and refreshments.
2. Core text book for each module
3. Online materials you can access from home, work or when mobile;
4. Tutorial support for assignments by email or telephone;

The only additional items to pay for are membership to CAM/the CIM and assessment entry fees. This consists of CAM Membership fee £140 and then 3 x £85 for assignment modules. For further information on these, please go to <https://www.cim.co.uk/joinonline/joinstart.aspx> or call CIM on +44 (0) 1628 427120. Alternatively, see the course fees on our website, this summarises the costs for you.

## How and when to study

We offer blended courses, this consists of face to face training, followed by tailored online workshops. We start with course induction, focussing you on key course requirements, overview of the course and information on course texts.

1. Digital Marketing Essentials – 2 days – face to face
2. Digital Marketing Planning – 2 days face to face
3. Marketing and Consumer Behaviour (double unit) - 3 days face to face

Students attend these training sessions, to go through the course and then are provided with online workshops and activities which can be studied at home, work or mobile. Tutorial sessions are provided for assignment modules with email and telephone support. The CAM/CIM recommend that students spend 6-8 hours studying per module per week. The programme is designed to be flexible and focussed to support you, maximising study time and minimising travel time.

Please note that dates may be subject to change and any changes will be notified to students at the earliest opportunity.

## How long will it take?

This qualification can be achieved within nine months or one year of part-time study.

## Where are courses held?

Sevenoaks-Maidstone, Kent and Ashford, Kent.  
Both venues are close to the M20 and have ample and free parking.

**Please note that you must be a CIM member and have entered for the assessments prior to the following deadlines:**

### For December 2011 assessment session

By post: 1 October 2011  
Online: 8 October 2011

### For March 2012 assessment session

By post: 9 December 2011  
Online: 16 December 2011

## WHAT NEXT?

We expect you to have some questions about the course and assessments. So do please get in touch. By email, calling or via the website:

Email: [apply@goldcrestacademy.co.uk](mailto:apply@goldcrestacademy.co.uk)

Call: 0870 44 63 411

Visit: [www.goldcrestacademy.co.uk/marketing\\_courses](http://www.goldcrestacademy.co.uk/marketing_courses).

If you would like to **fast-track your application**, simply email a copy of your CV to us at [apply@goldcrestacademy.co.uk](mailto:apply@goldcrestacademy.co.uk). We will then contact you to discuss the course and your study aims.

**To book the course** - all you have to do is complete the application form and send this through by:

Email: [apply@goldcrestacademy.co.uk](mailto:apply@goldcrestacademy.co.uk)

Fax: 0870 44 63 414 or

Post: Goldcrest Academy Limited, Victoria House, The Moor,  
Hawkhurst, Kent TN18 4NR.