

## THE CAM Diploma in Managing Digital Media 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 media planning and integrated communication campaigns. 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 media 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 course focuses on digital media, branding, on and offline implementation, advertising and public relations disciplines. It covers SEO (search engine optimisation), display ads, PPC (pay per click), online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, key performance indicators, legislation, regulation and codes of practice.

In an increasingly convergent and 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 through digital media.
- Achieve an industry recognised transferable qualification
- Understand how to create, implement and evaluate effective digital mix 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, innovation and integration of on and offline campaigns.
- 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.

*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 four modules which must be completed and passed to achieve this qualification. The modules are:

1. Integrating Digital Media and Branding
2. Implementing Digital Communications
3. Advertising
4. Public Relations

## 1. Integrating Digital Media and Branding

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>• Evaluate the importance of integrating diverse media in communications</li> <li>• Analyse the challenges of integrating communications via online and offline media</li> <li>• Discuss the role of social media and networks in communication</li> <li>• Employ an integrated approach to creating, sustaining and promoting a brand.</li> <li>• Appraise the evolving nature of communications through mobile devices and converging technologies.</li> <li>• Evaluate the role of key performance indicators in Integrated 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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## 2. Implementing Digital Campaigns

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 changes that have been brought about by the advances in digital communication techniques.</li> <li>• Explain contemporary digital concepts and identify how these changes challenge and compliment the conventional forms of communication</li> <li>• Apply the tools available to measure the effectiveness of digital campaigns and recommend appropriate methods to a given situation.</li> <li>• Plan and execute digital campaigns.</li> <li>• Explain how digital communications are controlled or constrained by social acceptability, the law and voluntary constraints.</li> <li>• Evaluate the likely developments in the sphere of digital 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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### 3. Advertising

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 and structure of advertising in the marketing mix, the communications mix and society.</li><li>• Explain the structure of the advertising industry and be able to identify the relationships between the advertiser, advertising agencies, suppliers (eg research, production) and media owners.</li><li>• Set appropriate advertising objectives, strategies and budgets</li><li>• Understand how to plan strategies for creative and media execution.</li><li>• Describe the controls on advertising: social acceptability, legal controls and voluntary constraints, and be able to apply them to given advertisements.</li><li>• Select appropriate methods for measuring the effectiveness of advertising.</li></ul>

<b>How will you be assessed?</b>	By exam
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### 4. Public Relations

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>• Define the nature of public relations within a range of organisational frameworks.</li><li>• Explain and work within the legal and self regulatory constraints under which public relations operates.</li><li>• Use the various techniques and skills required for effective public relations, including their characteristics, advantages and disadvantages, and costs.</li><li>• Explain the media channels employed in public relations in different contexts.</li><li>• Analyse situations and identify whether PR is the most appropriate tool to use.</li><li>• Analyse situations and suggest appropriate plans of PR action to specific publics within cost and time parameters.</li></ul>

<b>How will you be assessed?</b>	By exam
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#### What will it cost?

The costs are £495 per module or £1,980 for the four modules. All fees are subject to VAT. Discounts are available if you sign up for and pay for all four modules prior to course start.

#### All four modules

CAM Diploma £1,980 ex VAT. **Early bird discount of £180** if you sign up and pay for all three modules prior to course starting.

#### Individual module fee

CAM Diploma £495 ex VAT, for funding one module at a time.  
In Managing Digital Media

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;
5. Mock exam and question practice

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 2 x £85 for assignment modules and 2 x £85 for exam 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. Integrating Digital Media and Branding – 2 days face to face
2. Implementing Digital Communications – 2 days face to face
3. Advertising, mock exam and revision session - 2 days face to face
4. Public Relations, mock exam and revision session – 2 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 1 year of part-time study, although most students usually take around eighteen months, if they are working full-time. It is possible to take the qualification over two years, please discuss this with the Programme Director.

### **Where are courses held?**

In West Malling, 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.