CIM Level 4 Certificate in Professional Digital Marketing

Overview
CIM qualifications are highly sought after by employers. A CIM qualification at Level 4 is the 'go-to' for marketing executives (or equivalent) who have had experience in the industry and are looking to advance their career. The Certificate builds on your tactical marketing skills enabling you to move forward in your career and perform professionally at an operational level within your marketing department.

Who is it for?
Aspiring professional marketers. Ideal for those in marketing support roles, marketing assistants or those whose job encompasses elements of marketing.

Do you qualify?
You’ll need to have a minimum of one year’s experience in the industry or a relevant level 3 qualification. One or more of the following is required:

- a CIM Level 3 Marketing qualification
- any relevant Level 3 qualification
- any UK degree or international equivalent
- International Baccalaureate (equivalent to NQF Level 3 and above)
- professional practice (suggested: one year in a marketing role) and diagnostic assessment onto Level 4

If English is not your first language, you will also need to provide evidence of achieving one of the following English Language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

How will I be taught?
For the 2020-21 academic year, the course will be delivered by online teaching sessions, online tutorials and a range of digital resources.

How long will it take?
On average each module will require 130-150 hours notional learning time.

What support is available?
Tuition is backed up by a 24/7 on-line learning environment at the University, giving students access to e-books, up-to-date journals and other business resources. Our two Learning Resource Centres on campus are also available. CIM also have a large learning support resource, tailored to their suite of qualifications.
**Qualification Content**

**MODULE 1 – APPLIED MARKETING**

In this module, you will learn about the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.

| The Marketing Concept | Understand the contribution of marketing to the organisation  
| Know what influences customer behaviour across a range of contexts |
| Analysis and Insight | Understand the factors and trends in the marketing environment and how they affect marketing  
| Know a range of options for gathering relevant marketing information |
| Marketing Mix | Understand the application of the marketing mix within different marketing contexts  
| Know how to apply and adapt the marketing mix to satisfy customer needs and business goals |

*Assessment is by a 2-hour multiple choice examination*

**MODULE 2 – PLANNING CAMPAIGNS**

This module gives you the knowledge and skills to plan and implement successful campaigns that deliver real results for an organisation. You will learn the campaign planning process including how to analyse an organisation’s current position. You will also learn how to set campaign objectives, implement a campaign then measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing.

| Campaign Process | Understand the process of planning a campaign  
| Know how to undertake an internal and external situational analysis |
| Planning Campaigns in Action | Know how to develop a successful campaign plan  
| Understand how to implement a plan in practice |
| Campaign Success | Understand the principles of monitoring a marketing campaign  
| Know how to undertake a post campaign evaluation |

*Assessment is by written assignment*

**MODULE 3 – DIGITAL MARKETING TECHNIQUES**

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.

| 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 |

*Assessment is by written assignment and portfolio*

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