



Accredited Study Centre



ENGAGING WITH EXCELLENCE



# CIM

## Digital Diploma Qualification

In Professional Marketing

# The CIM Digital Diploma Qualification in Professional Marketing Overview

The CIM Digital Diploma level 6 qualification in Professional Marketing is a new qualification designed to offer a progression from a number of digitally focused Level 4 qualifications available within the sector and also links with the existing Level 6 Diploma in Professional Marketing.

## The CIM Digital Diploma Qualification in Professional Marketing

This programme has been created to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

### MODULE 1

#### Digital Strategy

This module provides insight into how organisations can implement digital marketing capabilities into strategic marketing planning. It outlines how an understanding and analysis of the macro- and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.

### MODULE 2

#### Driving Digital Experience

This module provides an insight into the innovations available to organisations through customer insight and enhanced understanding of digital marketing trends and innovations that will allow your organisation's digital experience. Through increased understanding of digital metrics and analytics, organisations will be able to set focused digital performance indicators to allow for continuing growth within the digital space. Understanding your customer's digital experience is key to an organisation's continued digital growth, organisations will understand their online customer journey in greater detail as well as learn how to improve the user experience.

### MODULE 3

#### Mastering Digital Channels

This module provides an insight into the strategic elements of channel selection alongside the legal compliance needed for digital campaigns. Organisations will develop effective management of digital channels and online community management allowing for increased conversion rates via digital channels. Organisations will also gain the insight and the ability to appraise both current and future channel developments.

### THE QUALIFICATION

Marketing is constantly evolving and it's important to demonstrate you have kept up-to-date with the latest developments.

Following extensive research, with marketing professionals and the wider business community, CIM has recently launched a portfolio of award based qualifications to reflect the market need for flexible bite-sized learning for today's professional marketer.

Each individual module can be achieved as a distinct self-contained award and when combined with further awards built into a full qualification if and when required.

Each module is based on unique Professional Marketing Standards, designed to help you meet the ever increasing demands expected of marketers at every stage of their career.

#### Earn more.

Industry remuneration studies consistently demonstrate the value of a CIM professional qualification.

#### Instant credibility with employers.

Study with the world's leading professional marketing body.

#### A mix of theory and practice.

A unique opportunity to blend practical skills with academic understanding.

#### Flexible study.

Modular and bite-sized learning.

#### Choice over how you learn.

Study face-to-face, choose distance learning or blend the two.

#### The opportunity to become a Chartered Marketer.

The highest accolade in the industry.

## What is the CIM?

The Chartered Institute of Marketing (CIM) is the leading international professional marketing body. CIM exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. The range of professional qualifications and training programmes are all designed to support, develop knowledge, enable growth and increase your network.

### ■ THE DELIVERY TIME:

There are three mandatory modules which each provide insight into digital challenges and strategic choices. Each module requires 150 hours of study.

### ■ WHO SHOULD ATTEND?

This course is for those working in an operational, supervisory or management role who wish to develop their knowledge of digital techniques and their application to a number of marketing related projects. The student will typically be operating in a wider marketing role and will be required to integrate digital solutions into the marketing plan. The qualification will develop both knowledge and the level of applied skills required. We also offer a Foundation, Certificate and Diploma and Post Graduate Diploma for those who have varying levels of Marketing experience.

### ■ WHAT QUALIFICATIONS DO I NEED?

You should have a CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing or any relevant Level 4 qualification. Alternatively, you may have a Foundation Degree in Business with Marketing Bachelor's or Master's degree from a recognised university, with at least one-third of credits coming from marketing content (i.e. 120 credits in Bachelor's degree or 60 credits from Master's degree). You should also have Professional practice (suggested two years marketing in an operational role) and diagnostic assessment onto Level 6. The programme is delivered in English so you should be reasonably fluent in both written and spoken English, and possess a good level of IT skills.

### ■ WHAT ABOUT EXAMINATIONS?

Module 1 will be Digital Portfolio all other modules are assessed by assignment. The assessment will require submission of a 12-page assignment based on a given scenario and an organisation of choice.

### ■ WHAT HELP DO I GET?

You will be given continual guidance and support throughout the whole qualification to ensure success.

### ■ WHAT ABOUT CIM MEMBERSHIP?

Once you have completed the qualification you can become a member of the CIM with extensive membership benefits.

### ■ WHY OAKWOOD?

Oakwood continues to work hard to understand and respect issues relating to local culture. This is an important factor which is incorporated throughout our business philosophy all the way to our delivery methodology. We run very interactive programmes. Clearly there is some theory involved but we ensure that we then use this to demonstrate how this is implemented with practical applications back in the workplace. We try to ensure our students remain engaged and have some fun along the way. We believe strongly that people learn most when they have a smile on their face.

### ■ SO WHAT ABOUT COSTS AND FEES?

Oakwood has no intention of profiteering at the expense of our students' vocational qualifications. For this reason we maintain extremely competitive fee levels. Please phone or contact us for a no-obligation discussion about this or any other matter that needs clarification.

# CIM

## Digital Diploma Qualification In Professional Marketing

Oakwood are very proud to say that our educational services permit has been issued by KHDA.

### **Oakwood International**

UK Head Office  
Maxwelton House  
41-43 Boltro Road  
Haywards Heath  
West Sussex RH16 1BJ

**Tel. no:** 00 44 (0) 1444 459500

**Email:** [info@oakwoodinternational.co.uk](mailto:info@oakwoodinternational.co.uk)

**Web:** [www.oakwoodinternational.co.uk](http://www.oakwoodinternational.co.uk)

 [oakwood-international](https://www.linkedin.com/company/oakwood-international)

 [@oakwood\\_int](https://twitter.com/oakwood_int)

### **Oakwood International**

Dubai Office  
Office 901, 9th Floor  
Millennium Plaza Hotel & Office Tower  
Sheikh Zayed Road  
Dubai, UAE

**Tel. no:** 00971 4 3599020

**Email:** [info@oakwooddubai.ae](mailto:info@oakwooddubai.ae)

**Web:** [www.oakwooddubai.ae](http://www.oakwooddubai.ae)

 [facebook.com/oakwoodinternational](https://www.facebook.com/oakwoodinternational)