
CAM Diploma in Digital Marketing

The CAM Diploma is a well-recognised UK Digital Marketing qualification. It provides you with the essential knowledge and skills you need to plan, implement and monitor effective digital marketing campaigns.

Marketing &
Consumer
Behaviour

Digital
Marketing
Essentials

Digital
Marketing
Planning

CIM

Accredited Study Centre

Gain A Recognised Digital Qualification From CIM/CAM

Marketing Tom is one of the Chartered Institute of Marketing's Accredited Study Centres that run the CAM Diploma in Digital Marketing. This dynamic qualification will provide you with knowledge underpinning the principles of digital marketing and skills to undertake digital marketing planning.

Course Overview

The CAM Diploma in Digital Marketing comprises three modules and each of the modules is delivered over two days with students having to complete an assignment to gain an 'Award'. Completion of the three awards gains you a Diploma.

The **three modules** are:

Marketing and Consumer Behaviour is a double module and aims to provide you with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations.

Digital Marketing Planning provides students with the skills and knowledge to understand the fundamental digital marketing planning concepts for an organisation together with key factors involved with the implementation, measurement and evaluation of successful campaigns.

Digital Marketing Essentials aims to provide candidates with the skills and knowledge necessary in planning digital marketing campaigns within organisations.

Marketing & Consumer Behaviour

The Marketing And Consumer Behaviour is a double-module. The unit explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to marketing communications.

By the end of this module you will be able to:

- Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture
 - Understand the marketing planning process and the links between each stage of the process
 - Explain the role of marketing communications and how the tools of the communications mix can be coordinated effectively
 - Develop marketing communication and brand support activities based on an understanding of the salient characteristics of the target audience
 - 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
 - Suggest suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communication
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Digital Marketing Planning

This unit aims to provide students with the skills and knowledge to understand the fundamental digital marketing planning concepts for an organisation together with key factors involved with the implementation, measurement and evaluation of successful campaigns. Online marketing has evolved from a peripheral element of organisational marketing to one that is at the hub of customer-centric communications in an increasingly multi-channel environment (e.g. Mobile).

The unit will consider a range of environmental factors both internal and external (e.g. legal) that will shape and influence the e-marketing planning and strategic process. Various e-business models will be explored. In addition, similarities and differences covering the mix elements in traditional and digital marketing will be addressed along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security.

Modules that will be discussed include:

- Online and traditional marketing concepts and applications
- Online business modules
- Environmental factors impacting on online activity and plans
- The digital marketing mix
- Develop a marketing plan

Digital Marketing Essentials

This unit aims to provide candidates with the skills and knowledge necessary in planning digital marketing campaigns within organisations. The three sections of the unit cover campaign tools and their application, as well as monitoring digital marketing.

The unit covers search engine optimisation (SEO), pay-per-click (PPC), new and emerging advertising media, e-mail marketing, viral marketing, online PR, affiliate marketing, e-commerce and social media. It also looks at digital metrics in the form of voice of the customer (VOC), A/B tests and usability studies. Legislation, regulations and codes of practice are examined.

On successful completion of this unit, candidates will be able to:

- Explain the importance of digital media channels, planning, implementing and monitoring digital marketing
- Explain the role of the essential elements of digital campaigns and describe the links between each technique
- Explain how digital media channels can be coordinated to make them more effective than when used individually.
- Discuss how digital communications campaigns can be evaluated.
- Recommend improvements to a range of digital communications campaigns
- Explain how digital marketing campaigns can be measured and monitored

Assignment & Exam Boards

Each of the 3 modules requires students to complete an assessment (in the form of a report) and submit to one of the 4 exam boards held during the Year: March, June, September and December.

Marketing Tom Media provide tutorial/email support for students to prepare them for their assessments.

Exemptions are available for those who have achieved a relevant qualification on either the Marketing Consumer Behaviour or Digital Marketing Planning modules.

Cost & Times

Each module of the CAM Diploma costs £500. If you book the 3 modules at a cost of £1500, we will provide a Free Textbook to students.

You will also need to factor in the costs of the CAM Foundation, which currently are: £140 for yearly membership (includes the same benefits as CIM Membership) and £85 per assignment. More details can be found on the CAM website.

Book Today

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