



WANT TO
ADVANCE
YOUR CAREER?

get a Diploma in
Digital Marketing



Digital Diploma in Professional Marketing
(Level 6)



Accredited Study Centre

Digital Diploma in Professional Marketing

Bringing you up to speed with the very latest digital strategies, enabling you to master digital channels and deliver the ultimate digital customer experience.

Gain a worldwide recognised professional & academic qualification in as little as 12 weeks and start earning in excess of £50-100K

Best for those who know how to use digital channels & are involved in creating digital plans & strategy, enhancing the customer journey & managing digital campaigns

What does it cover?

All aspects of digital, search, content and social media marketing needed in business today;

- SEO (Search Engine Optimisation)
- Email Marketing
- Online Advertising & Pay Per Click (PPC)
- Digital Best Practice & Legislation
- Social Media Marketing
- Digital Strategy, Planning & Implementation
- Campaign Management, Measurement & Improvement
- Viral Marketing
- Online PR, Content Marketing & Blogging
- Affiliate Marketing
- Legislation, Regulation and Codes of Practice including GDPR

Study for FREE – Benefit from SAVINGS equal to your course fee!



Over 200 UK student discounts + 1 year FREE ISIC un-locking over 42,000 international discounts. **Gourmet Society Bolt-on:** Enjoy 2-for-1 meals or up to 50% off meals at around 7,000 top restaurants including big name chains.

NUS extra has the best student discounts include:

- 10% off at the Co-op
- 10% off ASOS
- Up to 40% off at Pizza Express
- 25% off Odeon student priced tickets

About Business Consort – Digital & Social Media Academy is a CIM accredited study centre of excellence

- Established 13 years ago as a digital agency then added the academy in 2005 (CIM accredited 2012).
- Head Office is in Wilmslow, Cheshire - 17 strong sales, marketing & support team across the UK.
- Training venues in London & Manchester + state of the art online learning portal
- Our mission is to maximise digital marketing profits to scale & grow businesses

Student Success Stories

Learn how gaining a diploma in digital marketing helped Catherine set-up her business from scratch and utilise her digital marketing skills to not only develop her business but her clients.



Testimonials Read [171 more reviews](#)



"The training has given us the ability to lead discussions with our global digital teams within the organisation to request the appropriate support to get channels up and running. It's also given us the know-how on building digital such skills into our communications strategy and reaching the right people." **Emma Mallinson,**
Global Marketing Product & Solutions Manager - Shell Petroleum Ltd



"The training and coaching support has helped Cirrus put the right foundations in place to extend our reach, increase our opportunities and engage with our customers more effectively." **Louise Casey, Marketing Communications Manager -**
Cirrus Global Consultancy

5 Reasons to Study with Business Consort

1. Best price versus all CIM study centres worldwide offering Digital Diplomas by at least 60%!
2. As we are also a digital agency our trainers are marketers too so have a vast knowledge to offer.
3. Course content has been structured to accommodate real world business marketing scenarios.
4. Unlimited course support through the community + live webinars, email & tutor calls
5. Trained 20,000 students, over 10 commendations from CIM for outstanding results + 99% pass rate

95% of UK employers see a Diploma in Digital Marketing as # 1 qualification to attain – Source: www.cim.co.uk

Tutor Profile - Dawn McGruer MCIM FRSA MloD



Founder of Business Consort - Award winning digital marketing trainer, practitioner, consultant, author & speaker and key influencer in the world of digital.

Dawn has amassed over 5 million subscribers and a 45,000 strong LinkedIn network and was invited as a lifetime Fellow of the RSA – The Royal Society for the encouragement of Arts, Manufactures & Commerce founded in 1754.

This was in recognition of her expertise in the field of social media marketing and work to raise awareness of the advantages of social media to business owners. [View LinkedIn Profile](#)



MARKETING
EXCELLENCE
AWARDS 2018



FINALIST
MARKETER OF THE YEAR

How will it benefit me?

- Get a unique and practical career development experience
- Improve your global competitive advantage and increase your employability
- Expand your confidence, skills and competencies to influence at management level
- Keep up with the latest trends and stay ahead in your field
- CIM qualifications are recognised by businesses all over the world

Course Summary

- **Study Time: 300 hrs** (*Approx. 30 hours online video lectures, practical exercises & the remainder will be spent reading, researching and preparing assignments – On average most students graduate from 12 to 24 weeks if studying 90-120 minutes a week*)
- **Accreditation:** Awarding Body is the The Chartered Institute of Marketing (Recognised worldwide)
- **Assessment:** 3 x Assignments (Takes about 6 hours to mock up a draft but we allow a month to research and refine – your tutor will review the draft assignment 1:1 by phone and you can make relevant amends before submitting the final version digitally for the CIM to grade – All x 3 = Diploma)
- **Exemption:** If you have experience you may be able to apply to the CIM for exemption upon enrolling
- **Resources:** video lectures, slides, practical exercises, study buddy group + unlimited tutor support
- **Additional Fees:** Assessment fees £180 each + CIM membership £55
- **Payment Options:** Pay Upfront £949 + VAT or £99 Sign-Up Fee + £149 + VAT x 6 monthly instalments
- **Entry Requirement:** We offer foundation options for those newer to digital
- **Level:** Equivalent to an undergraduate degree.

Am I eligible?

One or more of the following is required to gain entry onto this qualification:

- Professional Certificate in Marketing or Certificate in Professional Marketing
- Any relevant Level 4 qualification / 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 degrees or 60 credits in Master's degrees)
- Professional Work Experience (suggested two years marketing in an operational role)
- English language qualification within last two years if English is not the student's first language

PLEASE NOTE: *We offer a foundation content as standard for those newer to digital experience*

83% of our students gained a pay rise, promotion or new job in the digital marketing arena

WHY YOUR EMPLOYEES NEED DIGITAL TRAINING

AND WHERE THE SKILLS GAPS ARE

PROFESSIONALLY TRAINED DIGITAL MARKETERS CAN ACHIEVE:

44%

increase in web traffic, through effective blogging and content marketing

60%

increase in web sales conversion with a responsive and high converting website

40%

increase in sales leads, through improved data management and digital lead funnels

WHERE ARE THE GAPS?

Percentage of people not confident in these skills:

37%

Analytics

29%

Mobile marketing

27%

Email marketing

27%

Content marketing

27%

Social media



FAQ's

Is the Digital Diploma for me?

The Digital Diploma in Professional Marketing is aimed at marketers in operational, supervisory or management roles who want to develop their digital marketing knowledge and skills. Suitable for digital marketing managers, digital specialists and marketing managers who want a better understanding of digital.

- Those working in marketing or seeking to enter the industry.
- Ideal if you are developing and implementing digital marketing plans or working in an online team.
- It will teach you the essentials to understand fundamental digital planning concepts.
- Whatever your role is in your company, you'll benefit from gaining insight into today's digital arena.
- Ideal if you want an invaluable asset for your CV and marketing career.

How long will it take to qualify?

We suggest you allocate about 90 minutes a week for 12 weeks if you are working full time.

- Each module will take 130 – 150 hours of notional learning time (Notional learning time includes guided learning hours, practical and work-based learning, assessment preparation time, assessment time and supported self-study time)
- The syllabus takes about 12 weeks to complete but you will need to allow another 12 weeks to research, read the books for the course and complete the assignments (coursework).

How will I be assessed?

Assessments used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs. You will be required to complete 3 x assignments that relate to your business/role.

No exams.

What Support will I receive?

- Participants will receive unlimited course-support through our online learning portal and study buddy group with other learners & assignment feedback calls.
- Access to all learning materials: video style lectures, slides, digital versions of reading list books, practical exercises & quizzes.

Qualification Structure

Three mandatory modules:

- The Digital Diploma in Professional Marketing gives the knowledge, skills and understanding at management level to take a strategic approach on digital marketing.
- By understanding how to improve the entire digital experience and optimise all channels, you will be able to gain enough insights to be able to make informed strategic decisions.
- The qualification's flexible structure has been designed to meet the needs of today's professional marketer. Each module can be achieved as a distinct, self-contained award or combined into the full qualification comprising of three mandatory modules.



To achieve the full qualification, a pass in all three mandatory modules is required.

1. Mastering Digital Channels
2. Driving Digital Experience
3. Digital Strategy

Assessment

Assignment - A work-based assignment broken down into research, plan and report for each module.

You will produce a draft version for tutor review and feedback then submit a final version digital to the CIM through your study centre for marking.

Modules

Digital Strategy - Mandatory Module

Aims of the module - You will learn how understanding and analysing the macro and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, to develop strategic recommendations and how creating digital marketing mixes can enable organisations to respond with agility to market needs.

You will examine how the management of digital channels and the application of key digital measures help to achieve business objectives.

Unit 1: Digital disruption – Understand the strategic implications of the disruptive digital environment – Generate relevant insights into key emerging themes in the digital marketing environment

Unit 2: Digital Planning – Develop strategic recommendations in order to acquire, convert and retain customers – Deliver an agile response to changing customer behaviours

Unit 3: Delivering success – Manage and optimise key channels and content within a digital enhanced strategic plan – Apply key digital measures to analyse social, sentiment, search and site behaviour Assessment: Assignment A work-based assignment broken down into research, plan and report.

Driving Digital Experience Mandatory Module

Aims of the module - Customer behaviour has dramatically changed with the digital revolution. This module provides insights into the digital customer experience. Organisations need to adapt to this changing market and take action to fulfil their strategic needs.

Unit 1: Customer insights and innovation – Generate relevant insights into digital customers – Appraise trends and innovation in the digital experience

Unit 2: Digital metrics and analytics – Identify and assess digital metrics and analytics – Recommend digital performance indicators

Unit 3: The digital user experience – Illustrate the customer journey – Recommend methods to improve user experience

Mastering Digital Channels - Mandatory Module

Aims of the module - Digital channels present opportunities and challenges for organisations to effectively compete and engage with their customers.

This module drives strategic comprehension for management and growth of digital channels, as well as critical factors concerning compliance.

Unit 1: Channel strategy and compliance – Describe the strategic options for channel selection – Define requirements for legal compliance in digital campaigns

Unit 2: Managing digital channel implementation – Demonstrate effective management of digital channels in practice – Recommend methods of online community management

Unit 3: Channel conversion optimisation and growth – Illustrate how to improve conversion rate for digital channels – Appraise current and future channel developments Assessment: Assignment A work-based assignment broken down into research, plan and report.

About CIM (Chartered Institute of Marketing)

- CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation.
- We currently have over 13,000 studying members in 110 countries and 20,000 assessments are taken by our students every year.
- Our qualifications are delivered through an international network of accredited study centres, enabling you to learn in a way that suits your lifestyle – from bite-size flexible modules to full qualifications.
- Each module is based on our unique Professional Marketing Competencies designed to help marketers meet the increasing demands that are expected of them at every stage in their career.

CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member which allows you to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking and knowledge sharing events. You will also gain recognition as a current and actively engaged marketer.

Marketing and study resources

- Whether you want to understand marketing trends within your industry or gain more insights about your customers, you will get free online access to an extensive range of reports, journals, business publications and marketing books via the CIM website. You will also have access to a range of CIM published e-books.

Practical insights webinars

- You can gain access to interactive webinars designed to help you with today's most pressing questions and opportunities. Available live or on-demand.

Content hub

- Our online content hub Exchange is packed with great writing, insightful data and genuine thought leadership. Exchange publishes daily content designed to provoke thought and reaction on a global scale.
- Exploring various sectors, disciplines and markets, we want to help shape the marketing profession and support the people that work within it.
- Catalyst CIM's quarterly magazine Catalyst explores the world of marketing – delving into current issues within the profession and the transformation that marketing is currently undertaking.

Ways to study & Your Investment

Study online or attend a 2-day fast track course for those with some digital experience or a 3-day ultimate for those newer to digital marketing - in our Manchester or London venues.

ONLINE – *Distance Learning + Unlimited Tutor Support + Interactive Study Buddy Group*

- We include optional foundation content as standard for those newer to digital marketing [CIM Digital Diploma Online](#) £949 + VAT (normally £1549)

BLENDED – *Classroom Course covers 80% of the syllabus + study remaining 20% Online*

- If you have some experience then choose the 2-Day fast track course in [London](#) or [Manchester](#) £1349 + VAT
- If you are newer to digital then we recommend the 3-Day Ultimate course in [London](#) or [Manchester](#) £1549 + VAT

Venues

MANCHESTER - Business Consort, Lowry House, 17 Marble St, Manchester M2 3AW

LONDON - Business Consort, 150 Minories, Aldgate, London EC3N 1LS Book Online or Email Us

Are there any additional fees?

- CIM Affiliate Studying Membership £55 (If you have membership simply notify the CIM that you are studying with Business Consort)
- Assessment fee of £180 for each of the 3 assignments
- Business Consort Renewal - If you exceed the 12 month course subscription: £149 for 6 months / £249 for 1 year + VAT

What is included?

- Expert CIM tutor with over 20 years of experience
- You receive 12 months to complete the course
- Access to the online portal & study buddy group
- All training materials, reading list in digital book format
- Unlimited course support & tutor clinics
- Evaluation and one-to-one feedback for assignments
- Accredited for CPD hours within the Chartered CPD Programme by the Chartered Institute of Marketing.
- You will receive a certificate after completing the course.

Next Steps: [Book online](#) or request an Invoice if you have any questions call 0800 334 5784

