



WANT TO
ADVANCE
YOUR CAREER?

get a Diploma in
Digital Marketing



Worldwide recognised Digital Marketing Qualifications
(Level 5 DMI or 6 CIM)

Digital Marketing Qualifications

Bringing you up to speed with the very latest digital strategies, enabling you to master digital channels & 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

Tutor Profile - Dawn McGruer MCIM FRSA MIoD



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

Dawn is ranked #1% by LinkedIn as she has amassed over 5 million subscribers & 45K strong LinkedIn network. She 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 & work to raise awareness of the advantages of social media to business owners. [View LinkedIn Profile](#)

We offer 2 Digital Marketing Diplomas – The main difference is the way they are assessed & level. The video below presented by Head Tutor Dawn McGruer explains the key differences.



[Learn more](#)

FAQs

Who is a Diploma in Digital Marketing for?

- 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.
- Digital Marketing salaries for qualified marketers can start at £50K to £100K

How will it benefit me?

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

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

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 & more....

What is included?

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

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**



**FINALIST
MARKETER OF THE YEAR**

CIM Digital Diploma in Professional Marketing



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.

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

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

Am I eligible? One or more of the following is required to gain entry onto this qualification - If you don't have any of the above we do offer foundation options for those newer to digital (see below).

- Professional Certificate in Marketing, 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

Ways to study & Your Investment

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

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

LONDON - Business Consort, 150 Minories, Aldgate, London EC3N 1LS

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

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

Payment Options: Pay Upfront £949 + VAT or £99 Sign-Up Fee + £149 + VAT x 6 monthly instalments

Business Consort – Digital & Social Media Academy - Tel: 0800 334 5784 www.digitallandsocialmediaacademy.com

Course Summary

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

- **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 work-based assignments (Approx. 6 hours to mock up a draft but allow a month to research and refine), 1:1 feedback call with tutor, make amends & submit digitally to CIM to mark.
- **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
- **Level:** Equivalent to an undergraduate degree.
- **Additional Fees:** Assessment fees £180 each + £55 CIM membership. **To study a qualification with CIM** (Ofqual regulated provider), you need to become a member.

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

1. Digital Strategy - Mandatory 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.

2. Driving Digital Experience Mandatory 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.

3. Mastering Digital Channels - Mandatory 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.

[Learn more](#)

DMI Digital Diploma in Professional Marketing

95%

GRADUATES ARE
CURRENTLY EMPLOYED

88%

WORKING AT SENIOR OR
MANAGEMENT LEVEL

81%

PROMOTED AFTER
COMPLETING THE DIPLOMA

VIEW OUR COURSES



CERTIFIED
DIGITAL MARKETING
PROFESSIONAL

The Professional Diploma in Digital Marketing is an in-depth 30 hour course created and validated by digital marketing industry specialists. The course syllabus is the most widely taught in digital marketing and the certification is recognised globally across the digital sphere.

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

Best for those who want to know HOW TO use digital channels such as email, SEO, PPC advertising, social media etc.

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

Am I eligible? Suitable for all levels who are looking for a good foundation into digital marketing



Course Summary

- **Study Time: 30 hrs** (Approx. 30 hours spent watching online video lectures, practical exercises & the remainder will be spent reading, researching and preparing exam – On average most students graduate within 12 weeks if studying 90 minutes a week)
- **Accreditation:** Awarding Body is the Digital Marketing Institute (Recognised by industry)
- **Assessment:** 3-Hour online multiple choice exam – Pearson Vue Exam Centre [exam centre locator](#)
- **Resources:** video lectures, slides, practical exercises, study buddy group + unlimited tutor support
- **Additional Fees:** Exam booking fee direct to DMI £140
- **Entry Requirement:** We offer foundation options for those newer to digital
- **Level:** Level: 5 – Industry validated syllabus (degree level)

Ways to study & Your Investment

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

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LONDON - Business Consort, 150 Minories, Aldgate, London EC3N 1LS

- No experience necessary 2-Day fast track course in [London](#) or [Manchester](#) £1,349 + VAT

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

Payment Options: Pay Upfront [Online](#) £1,249 + VAT or £349 + VAT x 4 monthly instalments

[Learn more](#)

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 13 commendations from CIM for outstanding results + 99% pass rate

99% Pass Rate!



29 June 2018

Dawn McGruer
Business Consort Ltd
Suite 12, Wilmslow House
Grove Way, Water Lane
Wilmslow, Cheshire
SK9 5AG

Dear Dawn,

Diploma in Digital
Marketing

Letter of commendation

Congratulations!

The Awarding Body at The Chartered Institute of Marketing (CIM) has commended Business Consort Ltd for the excellent performance of its students during the April 2018 assessment session.

The following statement(s) of commendation have been issued by the Awarding Body:

125 Digital Marketing Essentials

The Awarding Body at The Chartered Institute of Marketing (CIM) has commended Business Consort Ltd for the excellent standard of results achieved for assessments submitted in the April 2018 assessments session for the Digital Marketing Essentials unit of the CAM Digital Diplomas.

126 Digital Marketing Planning

The Awarding Body at The Chartered Institute of Marketing (CIM) has commended Business Consort Ltd for the excellent standard of results achieved for assessments submitted in the April 2018 assessments session for the Digital Marketing Planning unit of the CAM Digital Diplomas

[Learn more](#)

WHY YOUR EMPLOYEES NEED DIGITAL TRAINING

AND WHERE THE SKILLS GAPS ARE



[Learn more](#)

Got Questions?...If you would like help choosing the best qualification for you call our friendly team **Tel: 0800 334 5784** or [email us](#)

Not sure if a qualification is for you?...We also offer CIM accredited & certified [1, 2 or 3-Day Courses](#) + [Online Fast Track Course](#)