

Diploma in Digital Marketing

Syllabus and reading list
2010 - 2011



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Syllabus Unit 1

Digital Marketing Essentials

Aims and objectives

This unit aims to provide you with the skills and knowledge necessary in planning digital marketing campaigns within organisations. The unit has three sections – campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Assessment methodology

Practical assignment

Learning outcomes

On successful completion of this unit you should be able to:

- Explain the importance of digital campaign tools, 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 each tool of the digital communications mix can be coordinated effectively
- Evaluate a current digital communications campaign

- Recommend improvements to a specified digital communications campaign
- Explain how the digital communications mix can be measured and monitored effectively

Knowledge and skill requirements

Element 1: Campaign Tools (30%)

- 1.1 Explain the role of digital marketing communications within the marketing mix:
 - Product
 - Price
 - Place
 - Promotion
- 1.2 Explain the principles of digital marketing campaigns:
 - Definition
 - Objectives (awareness building, attitude change, take action, DRIP)
 - Actions (to read article, place order, register, request information, make contact)
 - Offline and online campaigns



Syllabus Unit 1

Digital Marketing Essentials

- 1.3 Describe hardware e-tools available:
- Mobile or handheld devices: mobile phones, laptops, two-way radios, PDAs, pagers
 - Fixed Appliances: telephones; desktop computers, TV, radio, kiosks
- 1.4 Describe software e-tools available:
- Web pages, microsites, blogs, portals, web rings, links
 - Search Engine Optimisation (SEO)
 - Email, SMS, MMS
 - Word Processing and presentation software
 - Promotions: Coupons, sampling, vouchers

Element 2: Using campaign tools (40%)

- 2.1 Define and explain the e-marketing communications mix:
- Advertising
 - Public Relations
 - Sales Force
 - Sales Promotion
 - Viral Marketing
 - Other specific tools (sponsorship and others)

- 2.2 Explain the advantages and disadvantages of using different media in relation to digital marketing:
- Digital Press
 - Digital Television
 - Digital Radio
 - Digital Outdoor
 - Interconnected Networks (Internet, telephone networks)
- 2.3 Demonstrate an understanding of the application of different advertisement types available:
- Banners (skyscrapers, lingubots, etc)
 - Interstitials and superstitials
 - Pop-ups (daughter windows)
 - Web page intexts
 - Mobile texts
 - PPC Sponsored search engine results
 - Advertising affiliate and advertising networks
- 2.4 Demonstrate an understanding of the application of different PR activities available, distinguishing between pro-active and reactive:
- Webpage press room/virtual press kits
 - Email campaigns
 - SMS and MMS campaigns
 - E-zines, Newsletters and alerts
 - Discussion Groups
 - Weblogs/Blogs

- 2.5 Demonstrate an understanding of the application of different automated and non-automated sales and support activities available:
- Automated (Natural Conversation Banners, shopping carts, automated repeat purchase settings)
 - Real time online sales and support (by email, instant messaging, phone)
 - Email sales campaigns
 - SMS and MMS sales campaigns
 - Sales affiliate and sales networks
- 2.6 Demonstrate an understanding of the application of different sales promotion activities available:
- Competitions
 - Incentives
 - Rewards
 - Advergaming
 - E-Coupons
 - Loyalty schemes
- 2.7 Demonstrate an understanding of the application of different viral marketing activities available:
- Static (email, text)
 - Dynamic (blogs, videos, games)

- 2.8 Discuss the impact of legislation, regulations and codes of practice on digital marketing campaigns:
- Data Protection Act
 - Consumer Protection (Distance Selling) Regulations
 - Electronic Commerce Regulations
 - The Sale of Goods Act
 - Trade Descriptions Act

Element 3: Monitoring (30%)

- 3.1 Explain how the “marketing research mix” is applied to digital marketing and how metrics must match business, marketing and communications objectives:
- Purpose
 - Population
 - Procedure
 - Publication
- 3.2 Explain the purpose of measurement for digital campaigns:
- To measure marketing productivity
 - To examine product, promotion, place, price decisions
 - To examine return on marketing investment (ROMI)
 - To evaluate customer satisfaction and involvement
 - To measure market share and forecast demand



Syllabus Unit 1

Digital Marketing Essentials

- 3.3 Explain the populations measured in digital campaigns:
- Affiliate networks
 - Social networks
 - Customers and non-customers
 - Visitors
 - Others
- 3.4 Demonstrate an understanding of the application of the procedures used for measuring digital campaigns:
- Primary and Secondary data
 - Onsite (Logfiles and Tagging)
 - Offsite (panels, VOC)
 - Experimentation (A/B Tests, Usability studies)
 - Tracking studies
 - Conversion funnels
- 3.5 Explain publication aspects of digital campaigns measurement:
- Reports, presentations and dashboards
 - Key Performance Indicators (KPIs)
 - Importance of correct dissemination of data



Digital Marketing Essentials

Recommended support materials

Core text

Chaffey, D. et al (2008) **Internet marketing: strategy, implementation and practice**. 4th edition. Harlow, Prentice Hall. **£44.99**

Supplementary reading

*Bird, D. (2007) **Commonsense, direct and digital marketing**. 5th edition. London, Kogan Page. **£24.95**

Bradley, N. (2010) **Marketing research: tools and techniques**. 2nd edition. Oxford, Oxford University Press. **£36.99**

Clifton, B. (2008) **Advanced web metrics with Google analytics**. Indianapolis, John Wiley & Sons. **£26.99**

Comm, J. and Burge, K. (2009) **Twitter power: how to dominate your market one tweet at a time**. US, John Wiley & Sons. **£16.99**

Evans, D. (2009) **Social media marketing: an hour a day**. Indianapolis, Wiley Publishing. **£19.99** (New edition due October 2010)

Kirby, J. and Marsden, P. (2006) **Connected marketing: the viral, buzz and word of mouth revolution**. Oxford, Butterworth Heinemann. **£25.99**

Moran, M. and Hunt, B. (2008) **Search engine marketing: driving search traffic to your company's website**. 2nd edition. Harlow, Prentice Hall. **£31.99**

Peterson Eric T (2005) **Web site measurement hacks. O Reilly & Associates. **£19.99**

Peterson Eric T (2004) **Web analytics demystified: a marketer's guide to understanding how your web site affects your business. **£24.99**

Ryan, D. and Jones, C. (2009) **Understanding digital marketing**. London, Kogan Page. **£19.99**

Trott, P. (2008) **Innovation management and new product development**. 4th edition, Harlow, FT/Prentice Hall. **£42.99**

*Viney, D. (2008) **Get to the top on Google: tips and techniques to get your site to the top of search engine rankings – and stay there**. London, Nicholas Brearley. **£14.99**

*Available on MyiLibrary (www.cim.co.uk/elibrary)

**Available from http://www.webanalyticsdemystified.com/buy/buy_now.asp



Syllabus Unit 2

Digital Marketing Planning

Aims and objectives

This unit aims to provide you 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 (eg Mobile).

The unit will consider a range of environmental factors both internal and external (eg 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.

Assessment methodology

Assignment

You should carry out a marketing audit of an organisation of your choice. Based on the findings, you are required to develop a digital marketing plan that demonstrates relevant and effective planning, implementation and control elements within appropriate timescales.

Learning outcomes

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

- Appraise different planning approaches and marketing environmental factors that influence online marketing activity
- Review the similarities and differences between online and traditional marketing concepts and applications
- Discuss key stages in online development using relevant business models
- Analyse the ways in which the Internet has changed the marketing mix elements and how organisations employ them creatively in the digital environment
- Review the importance of target marketing and the emerging buyer behaviour characteristics of the online consumer and how organisations can respond to meet changing behaviour and expectations
- Apply relevant tools and concepts from this unit to design, measure and monitor an annual online marketing plan

Knowledge and skill requirements

Element 1 – Online and traditional marketing concepts and applications (10%)

- 1.1 Review the importance of customer focus for effective marketing planning:
 - The importance of acquisition, retention and loyalty
 - Importance of ‘word of mouth’ in the world of social networks
 - Identify target market(s)
 - Research customer needs
 - Develop ‘mix’ for target audiences
 - Select strategies and tactics for the chosen market
- 1.2 Evaluate the reasons for the shift in online consumer power:
 - Reduced search costs and effort
 - Product and price comparisons
 - Power of customer review
 - Online consumer choice and convenience
 - Product choice and availability
- 1.3 Appraise the key elements that contribute to the online customer experience:
 - Added value
 - Interaction
 - Convenience

- 1.4 Analyse how online and traditional marketing compare in terms of:
 - Cost and measurability
 - Real-time marketing
 - Market reach and 24/7 operations
- 1.5 Discuss how online campaigns can offer marketers more creative, flexible and responsive opportunities:
 - The application of integrated campaigns utilising multiple channels
 - E-mail marketing campaigns embedding online video that drive website traffic
 - Viral/Advergaming campaigns
 - Online tracking of customer behaviour

Element 2 – Online business models (10%)

- 2.1 Appraise the Internet as a vehicle for revenue generation using different revenue streams such as:
 - Online sales revenue
 - Affiliate Marketing and other forms of commission
 - Subscriptions and other membership models
 - Revenue from advertising and pay-per-click
 - Lead generation
 - Network marketing



Syllabus Unit 2

Digital Marketing Planning

2.2 Evaluate the stages in online adoption from e-mail/static sites to the transformed organisation and how it can focus the online plan:

- Minimal web presence eg static pages and basic information
- Website with fundamental interactions eg e-mail but no sales
- Website developed for online transactions and self service capabilities
- Fully interactive with transformed business and integrated with customers and business partners

2.3 Appraise different types of online transactions for inclusion in the digital marketing plan:

- B2B
- B2C
- C2C
- PA2C
- C2B
- G2G
- G2B
- G2C
- B2G
- C2G

2.4 Evaluate online revenue models for inclusion in the digital marketing plan:

- Affiliate
- Advertising

- Subscription
- Merchant
- Infomediaries
- Value-chain providers
- 'Freemium'

2.5 Assess current website design in respect of its suitability for purpose and audience:

- Navigation – site complexity
- Usability
- Credibility
- Brand Image
- Customer expectations
- Levels of interaction
- Site content
- Web accessibility eg DDA Act

Element 3 – Environmental factors impacting on online activity and plans (30%)

3.1 Analyse the scope, innovation and opportunities associated with digital marketing offered by 'new technologies':

- Blogs
- Micro-blogs
- Video-sharing
- Social networks:
 - B2C
 - B2B
- Social bookmarking

- Wikis
- Podcasts
- Groups
- Chat
- Forums
- RSS
- Widgets
- Photo sites

3.2 Review the benefits of digital marketing and the online vision:

- Geographic coverage
- Customer reach
- Comparative cost
- 24/7 availability
- Flexibility
- Speed of customisation, change of content and message
- Interactivity
- Measurability
- Ease of two-way communication

3.3 Carry out an online marketing audit:

- PESTEL
- Website and online activity
- Competitor
- Customer Analysis
- Online buyer and search behaviour
- Profiling and segmentation for the development of effective contact strategies

- Online survey methods to capture data and enrich customer insights
- Privacy, personalisation, permission, trust and security.
- Loyalty and Lifetime Value (LTV) concepts
- SWOT

Element 4 – The digital marketing mix (25%)

4.1 Select appropriate product attributes and consider their implications for online marketing:

- Tangible goods
- Digital goods
- Services
- Branding

4.2 Select appropriate pricing applications in an online context:

- Price skimming
- Price penetration
- Promotional pricing
- Dynamic pricing

4.3 Select appropriate place applications to achieve online customer satisfaction:

- Changing role of intermediaries
- Strategic alliances
- Offline fulfillment supporting online business
- Disintermediation
- Infomediaries



Syllabus Unit 2

Digital Marketing Planning

4.4 Select and employ appropriate promotional tools (on and offline) for website success:

- Online advertising
- SEO
- e-mail
- SMS marketing
- Online PR
- Social networking
- Grehan's 4 Ps online promotional model

4.5 Select other appropriate 'mix elements' to enhance the online experience:

- People
- Process
- Physical Evidence

- Appraise various control mechanisms for incorporation in the plan:
 - Online resources to set the campaign budget
 - Online promotional tools to produce a measurable digital communications plan with digital suppliers
 - Campaign testing online
 - Measuring performance with web metrics against objectives (ROI/LTV, response rates etc)
 - Campaign reviews utilising industry applications eg Google Analytics
- Key performance indicators for continuous improvement including relationships with other functions in the value chain

Element 5 – Develop a digital marketing plan (25%)

5.1 Develop a digital marketing plan:

- Set objectives
- Decide on online marketing options – acquisition, retention and/or brand building to enhance customer relationships (CRM)
- Develop an action plan and, if appropriate, set this in the context of an integrated multi-channel plan



Digital Marketing Planning

Recommended support materials

Core text

Gay, R. et al (2007) **Online marketing: a customer-led approach**. Oxford, Oxford University Press. **£35.99**

Supplementary reading

*Bird, D. (2007) **Commonsense, direct and digital marketing**. 5th edition. London, Kogan Page. **£24.95**

Chaffey, D. (2009) **E-business and e-commerce management: strategy, implementation and practice**. 4th edition. Harlow, FT Prentice Hall. **£44.99**

Clifton, B. (2010) **Advanced web metrics with Google analytics**. 2nd edition. Indianapolis, John Wiley & Sons. **£26.99**

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Trott, P. (2008) **Innovation management and new product development**. 4th edition, Harlow, FT/Prentice Hall. **£42.99**

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*Available on MyiLibrary (www.cim.co.uk/elibrary)



Syllabus Unit 3

Marketing and Consumer Behaviour

Aims and objectives

This unit aims to provide you with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations.

The unit explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to marketing communications.

Assessment methodology

Assignment

Learning outcomes

By the end of this module you should 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 communications

Knowledge and skill requirements

Element 1: Marketing Principles (25%)

- 1.1 Explain the development of marketing as an exchange process, a philosophy of business, and a managerial function, recognising the contribution of marketing as a means of creating customer value and as a form of competition
- 1.2 Explain the importance of the marketing planning process and where it fits into the corporate or organisational planning framework, including the role of marketing research and information in developing marketing plans
- 1.3 Describe the structure of an outline marketing plan and identify its various components
- 1.4 Contribute to a basic internal and external marketing audit

- 1.5 Explain the importance of objectives and the influences on, and processes for, setting objectives
 - 1.6 Describe the wide range of tools and techniques available to marketers to satisfy customer requirements and compete effectively
 - 1.7 Explain the concept of market segmentation and distinguish effective bases for segmenting consumer and business-to-business markets
 - 1.8 Develop an extended marketing mix to include additional components in appropriate contextual settings: product, price, place (distribution), promotion (communications), people, processes, physical evidence and customer service
 - 1.9 Demonstrate an appreciation of the need to monitor and control marketing activities, measuring the effectiveness of the selected marketing effort and instituting appropriate changes where necessary
- Element 2: Communication, Advertising and Media – the relationship with marketing (30%)**
- 2.1 Define and explain the roles of marketing communications to differentiate, remind or reassure, inform and persuade (DRIP)
 - 2.2 Explain the meaning of the terms above-, through- and below-the-line
 - 2.3 Evaluate the effectiveness of each of the promotional tools using appropriate criteria such as cost, communication effectiveness, credibility, and control
 - 2.4 Explain the role of each of the promotional tools within a coordinated marketing communications mix
 - 2.5 Outline the key characteristics associated with push, pull and profile strategies
 - 2.6 Develop a co-ordinated marketing communications mix to launch new products, support brands, maintain market share, develop retention levels encourage customer loyalty, and support internal marketing within the organisation
 - 2.7 Develop a marketing communications plan using an appropriate framework and explain the principal linkages between the various elements of the plan
 - 2.8 Explain the main methods used to determine a marketing communications budget
 - 2.9 Discuss the main issues concerning the use of marketing communications in an international and global context, such as media availability, culture, religion, education and literacy
 - 2.10 Explain how marketing communications activities, media and campaigns can be evaluated
 - 2.11 Describe methods for maintaining and managing the brand



Syllabus Unit 3

Marketing and Consumer Behaviour

- 2.12 Explain how marketing communications can be used to support brands
- 2.13 Explain how brands can be used to develop customer loyalty
- 2.14 Identify the different classifications of brands and explain how brand strategy can be developed
- 2.15 Summarise the importance for organisations of ethics and corporate responsibility, and their impact on brand reputation
- 3.6 Explain the difference between consumer buyer behaviour and organisational buyer behaviour
- 3.7 Explain the Decision Making Unit (DMU) and the roles of its constituents, and the Decision Making Process (DMP) for consumers and organisations
- 3.8 Demonstrate the impact and effect of the DMU and the DMP on the communications mix
- 3.9 Appreciate the need for effective internal communications and their link to and role in maintaining and sustaining good customer relations
- 3.10 Explain the factors that cause change in customers and the subsequent impact on marketing communications programmes

Element 3: Consumer Behaviour (30%)

- 3.1 Demonstrate the fundamental importance of 'customers' to all forms of organisations, including services and the need to clearly identify them
- 3.2 Explain how individuals can influence the effectiveness of marketing communications through word-of-mouth communications, as opinion leaders, as opinion formers or in multi-step models
- 3.3 Describe the main concepts associated with the purchase decision process, including source credibility, involvement, perceived risk, and how they influence marketing communications
- 3.4 Describe the main concepts associated with buyer information processing
- 3.5 Use marketing communications to change or reinforce attitudes, alter perceptions and develop knowledge and understanding about a brand

Element 4: Channel Behaviour (15%)

- 4.1 Identify and explain how the communications mix (including electronic) can be suitably configured for use in a range of marketing channels and business-to-business situations
- 4.2 Explain the role of trust, commitment and satisfaction when developing marketing communication activities for use in the marketing channel and business-to-business contexts
- 4.3 Identify the causes of conflict in trade channels and explain how marketing communications can be used to resolve such disagreements



Marketing and Consumer Behaviour Recommended support materials

Core text

Baines, P, Fill, C and Page, K (2008) **Marketing**. Oxford, Oxford University Press. **£39.99**

Supplementary reading

Bradley, N. (2010) **Marketing research: tools and techniques**. 2nd edition. Oxford, Oxford University Press **£36.99**

De Pelsmacker, P. et al (2010) **Marketing communications: a European perspective**. 4th edition. Harlow, Pearson. **£43.99**

Fill, C. (2009) **Marketing communications: interactivity, communities and content**. 5th edition. Harlow, Pearson. **£46.99**

Solomon, M. R. et al (2009) **Consumer behaviour. A European perspective**. 4th edition. Harlow, FT/Prentice Hall. **£44.99**

Wilson, A. (2006) **Marketing research: an integrated approach**. 2nd edition. Harlow, Pearson. **£43.99**



Online resources for Digital Marketing

Digital marketing news

Brandweek Current marketing news
iMediaConnection Industry news and advice
Sphinn News and Internet Marketing Discussion Forum
MarketingVOX News, trends and culture (mainly US)
ClickZ News and expert advice for digital marketers (US & INT)
Mediapost News, social network, industry jobs and research (Mainly US)
Search Engine Land News covering search engine marketing
Ecommercetimes.com Information, news and ecommerce industry updates

Events

Internet World
 TFM&A
 Marketing Live

Social networking sites

LinkedIn
 Facebook
 Twitter

Video sharing websites

YouTube
 Google Video

Blogs

i-advertising.com Featuring digital marketing how-to's and industry interviews (US)
Connect Digital marketing blog for crossing (UK)
Adventures in Digital Marketing Digital marketing blog (UK)
Trendpedia Blog Search Engine
Neil Bradley Neil Bradley's marketing metrics blog

Online resources

LED Digest The Internet Marketing Discussion List
eMarketer Internet market research, online trends and demographics
MarketingProfs Marketing resources

Web optimisation resources

Conversation Chronicles Resources for improving website conversion
Google Keyword Tool Google Adwords research tool
Google Search Tool Advanced Adwords tool comparing keywords
Google Insights Compare search volume patterns using parameters

Case studies

CIM Resources <http://www.cim.co.uk/resources/casestudies/home.aspx>
Figaro Digital <http://www.figarodigital.co.uk/>
SAS <http://www.sas.com/success/>
Digital Training Academy <http://www.digitaltrainingacademy.com/casestudies/>

CAM qualification structure

Diploma in Marketing Communications

Marketing and Consumer Behaviour (Double Unit)
Public Relations
Advertising
Integrated Media
Direct Marketing and Sales Promotion

Diploma in Digital Marketing

Digital Marketing Essentials
Digital Marketing Planning
Marketing and Consumer Behaviour

Diploma in Managing Digital Media

Integrating Digital Media and Branding
Implementing Digital Campaigns
Advertising
Public Relations

2011

A century
of building
professional
status and
recognition

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