

Want to advance your career?

Get a Diploma in
Digital Marketing

**CIM Diploma
in Professional
Digital Marketing**

CIM

Accredited Study Centre



Business Consort
Digital & Social Media Academy

Tel: 0800 334 5784

www.digitallandsocialmediaacademy.com



CIM Diploma in Professional Digital Marketing

Get up to speed with the very latest digital strategies. Master each digital channel and deliver the ultimate digital customer experience!

Best for...

Marketing professionals & business owners, wanting to use digital marketing & social media channels to develop an online marketing strategy for your role or business. Ideal if you're looking to get ahead in your career or dramatically grow your business! And if you want to get into digital marketing, it's an ideal place to start too – with foundation modules covering everything from creating plans to attract more leads; converting more customers through enhancing the customer journey; to managing and measuring 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 & Codes of Practice including GDPR

Digital Marketing Made Easy!

You get a syllabus focused on real-world business marketing, with case studies and examples and unlimited after-course support..



The Diploma is a worldwide recognised professional qualification – rank into the top 1% of marketers globally!

There has **NEVER** been a better time to get ahead in your career or business!

Students have 12-months to complete the course – graduate in as little as **12-24 weeks** (dependent on experience) & earn in excess of **£50-150k***

*Based on the average salary for Digital Marketing roles which is currently £52,500 [Salary Tracker Report](#).

We empower our students to accelerate their careers and boost their businesses – success for life in a commercial digital arena, not just for the period of the course!

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

As a student with us, you'll be eligible for a Student SAVINGS Card from Totum – over 200 UK student discounts + 1 year FREE ISIC, unlocking 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.

Totum - NUS extra has the best student discounts including:

- 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.

- Established 17 years ago as a digital agency, with the Academy added in 2005 (CIM accredited 2012).
- Head Office in Wilmslow, Cheshire – 17 strong sales, marketing & support team across the UK.
- State of the art online learning portal.
- Our mission is to maximise digital marketing profits, to scale & grow businesses.



Accredited Study Centre

Get so much than theory... our real-world Digital Marketing knowledge is not just from being CIM Tutors & Examiners, but as Consultants. We practice what we preach!



Student Success Stories



Learn how gaining a CIM Diploma in Professional Digital Marketing helped Catherine set up her business from scratch. And use her new digital marketing skills to not only develop her business, but her clients too!



“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 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

Business Consort has a 99% Pass Rate – over 200 more reviews

5 Reasons to Study with Business Consort

- 1. Save money.** PRICE GUARANTEE: Studying with us is at least 20% cheaper than any CIM Study Centre in the world!
- 2. The best up-to-date knowledge.** As we're a digital agency too, our trainers have vast knowledge & experience.
- 3. Gain practical skills.** NOT just theory (the course is around real-world business marketing scenarios).
- 4. Unlimited support.** Throughout your studies - through the community, live webinars, email & tutor calls.
- 5. The best results!** 30,000+ students trained across all of our academy course; 99% pass rate AND over 20 commendations from CIM for outstanding results.

After university degrees, CIM qualifications are the most sought after by employers

Source:
Brand Recruitment,
Marketing Recruitment
Review & Salary Survey
2019/2020

Trainer Profile

Dawn McGruer MCIM FRSA MlO&D



Founder of Business Consort - award-winning digital marketing trainer, practitioner, consultant, author & speaker and key influencer in the world of digital. Awarded 'Best Female Speaker' & Ranked #1 Globally on LinkedIn for Digital Marketing - [LinkedIn Profile](#)

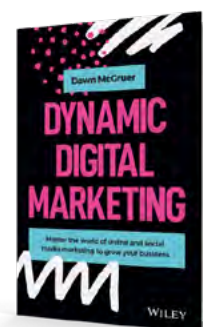
Dawn has amassed over 5 million subscribers, a 45,000 strong LinkedIn network and was invited as a lifetime Fellow of the RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce) and The Chartered Institute of Marketing in recognition of her expertise in the field of social media marketing and work to raise awareness of the advantages of social media to business owners.

Every student will receive a signed copy of Dawn's book 'Dynamic Digital Marketing'.

Author of Dynamic Digital Marketing (published by Wiley) & Worldwide Key Note Speaker - as featured in:

The Telegraph

Forbes





CIM Diploma in Professional Digital Marketing

How will it benefit me?

- Get one of THE most in-demand qualifications right now.
- Stand out in your career & set yourself up for your next professional move.
- Keep ahead of the latest trends & take your digital marketing skills to the next level.
- Boost your confidence & ability to influence at management level.

Course Summary

- **Study Time:** 300 hrs (approx. 30 hrs online video lectures, practical exercises & the remainder will be spent reading, researching & preparing assignments. On average most students graduate in 12-24 wks if studying 90-120 mins /wk).
- **Accreditation:** Awarding Body: 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 x3 = 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 £190 each + CIM membership £65.
- **Payment Options:** Pay Upfront £1549 +VAT or pay monthly over 12 months at £139 +VAT per month.
- **Entry Requirement:** This diploma course is structured to accommodate all of levels of experience. Because digital marketing is constantly evolving, we teach best-practice across all channels, from the ground up. So it's NOT imperative to have a degree or prior experience. With the foundation content built into the course, we ensure all students – whether experienced marketers or just starting out – are utilising the quickest and most effective strategies available today in digital marketing.
- **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 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 & 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

Percentage of people not confident in these skills:

37%

Analytics

29%

Mobile marketing

27%

Email marketing

27%

Content Marketing

27%

Social Media

FAQs

Is the Diploma for me?

The CIM Diploma in Professional Digital Marketing is aimed at marketers in operational, supervisory or management roles, who want to develop their digital marketing knowledge & skills. It's ideal for digital marketing managers, digital specialists, business owners and marketing managers, who want a better understanding of digital.

- Anyone working in marketing or seeking to enter the industry.
- Ideal if you are developing & implementing digital marketing plans or working in an online team.
- You'll learn 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 (this 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 3x assignments that relate to your business/role.

There are NO exams!

What support will I receive?

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

There has never been a better time to invest in YOUR future



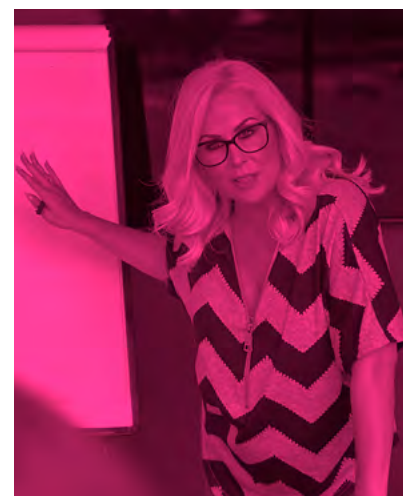
Celebrate your success with friends, family or colleagues, at the annual CIM Graduation Ceremony in Westminster! This is a degree-level qualification. So although you won't attend university in the conventional way, the diploma has been developed to fast-track your study while you work. It's geared to intensively develop your skills - so you can use the knowledge you learn in commercial roles straight away. This unrivalled qualification will make your CV or business stand out from the crowd, as it puts you in the top 1% of marketers worldwide!

Qualification Structure

Three mandatory modules

- The CIM Diploma in Professional Digital Marketing gives you the knowledge, skills and understanding at management level, to take a strategic approach to digital marketing.
- By understanding how to improve the entire digital experience & optimise all channels, you'll 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.



Assessment

By Assignment: You will be asked to submit a work-based assignment, based on a given theme and an organisation of choice. You'll have an initial 1:1 call with your tutor, to chat through your questions around the assignment. And then move on to produce a draft version for your tutor to review and feedback - before submitting a final version digitally to the CIM through your study centre for marking.

There are NO exams!



Modules

The Digital Customer Experience – mandatory module

Aims of the module: Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing you to fulfil customers' strategic needs. It provides you with the knowledge & skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey while complying with relevant legislation and regulation.

Unit 1 – Channel selection & customer insights: Assess the strategic options for channel selection – Understand relevant insights into digital customers.

Unit 2 – Managing channels: Understand how digital channels are managed effectively in practice – Define requirements for legal compliance in digital campaigns.

Unit 3 – Digital customer experience: Understand the customer journey – Develop plans to improve the user experience.

Digital Optimisation – mandatory module

Aims of the module: For many organisations, adopting digital marketing has involved transforming aspects of their practice and application. This module will provide you with an in-depth understanding of the strategic implications of developments in the digital environment, as well as their impact on marketing. This will enable you to integrate and optimise digital marketing and to develop strategic responses to change. You will also be able to ensure responses are measured to evidence success.

Unit 1 – Digital insights: Understand the strategic implications of the changing digital environment on organisations – Interpret relevant insights from the wider digital environment.

Unit 2 – Digital optimisation: Develop responses to changing stakeholder needs and behaviours – Develop a conversion optimisation plan.

Unit 3 – Digital analytics, monitoring & measurement: Assess digital metrics and analytics – Apply key digital measures to analyse optimisation.



Exemptions

You may be eligible for an exemption. You can use the [CIM Graduate Gateway Search Facility](#) to find out if your degree has been approved by CIM and what exemptions are available. You'll need to register as a CIM member within 3 years of graduating to claim the exemptions and then you have up to 5 years from graduating to complete the additional module(s) to gain your full qualification.

Modules (cont.)

Marketing & Digital Strategy – mandatory module

Aims of the module: This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks and techniques throughout to achieve competitive advantage. You'll be able to recognise the significance of situation analysis and use techniques to assess the external and internal environments, to enable effective decision making. You'll also be able to apply all stages within the marketing planning process – from audit, through strategic decision making, to implementation of plans across both traditional and digital channels. Finally, you'll learn how to manage resources and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives.

Unit 1 – Situation analysis: Understand how to analyse an organisation's current and future internal and external environments – Interpret relevant information and insights to recommend and inform strategic decision making.

Unit 2 – Planning: Develop marketing objectives and strategy to deliver organisational objectives – Develop a strategic marketing plan and a supporting marketing mix to deliver marketing objectives.

Unit 3 – Implementation & control: Define the resources required to deliver the strategic marketing plan – Apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement plan for continuous improvement.





About CIM



The Chartered Institute of Marketing

- CIM is an Ofqual regulated provider and qualifications are also accredited by the European Marketing Confederation.
- Currently with over 13,000 studying members in 110 countries – 20,000 assessments are taken by CIM students every year.
- 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 CIM's 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. This allows you to take advantage of their insightful and thought provoking exclusive content, attend 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.

Member exclusive 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

CIM's 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, CIM aims 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

Please note all prices exclude VAT unless otherwise stated

Study 100% online with the option to attend a 3-Day LIVE Online Fast Track Course.

CIM Diploma in Professional Digital Marketing Online

Distance Learning - study 100% online + LIVE 3-Day Online Fast Track (optional to attend, covers 80% of the syllabus)

+ Unlimited Tutor Support

+ Interactive Study Buddy Group.

+ VIP bonuses (worth £2500)

We include optional foundation content as standard for those newer to digital marketing - [learn more.](#)

- £1549 +VAT upfront
- OR pay monthly at £139 +VAT per month for 12 months
- *No Checks, No Fees, No Interest*

VIP bonuses

Benefits WORTH £2500 in addition to your normal tutor 1:1's:

- VIP 1:1: Strategy Session with Dawn McGruer
- VIP Gift Pack delivered to your door
- VIP Resource Vault
- Fast Track: limitless attendance + Instant Access Videos
- 12-Months Implementation Group Coaching & Mentoring
- Digital Superhero Merchandise
- Marketing Made Easy Bundle
- VIP Discount: Save 20% on any other Business Consort course



Learn why Helen chose to study the diploma with the blended study option. And how she made HUGE improvements to her marketing... after just 3 days!

Ways to Study & Your Investment (cont.)

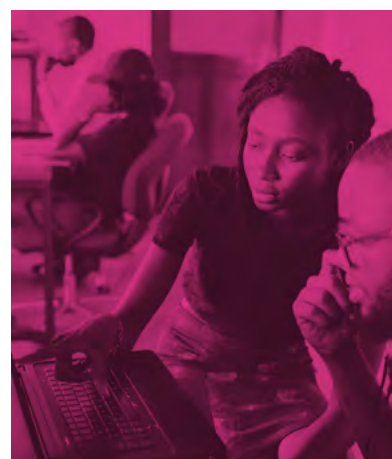
Please note all prices
exclude VAT unless
otherwise stated

Are there any additional fees?

- Business Consort will pay for your 12 month CIM Affiliate Studying Membership: £65 (VAT exempt). If you have membership simply notify the CIM that you are studying with Business Consort.
- Assessment fee: £190 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.

What is included?

- Your expert CIM tutor – with over 20 years' experience.
- A full 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 & one-to-one feedback for your assignments.
- Accredited by the Chartered Institute of Marketing.
- And a certificate when you complete the course!
- Attend the Annual Graduation Ceremony hosted by CIM
- Register for CIM's CPD Programme and work your way towards Chartered Marketer Status which showcases that you are an extremely experienced & qualified marketing professional. It is considered a status of professional competency to the highest level. Once Chartered, you can use the Chartered Marketer designatory letters & logo to demonstrate your unrivalled knowledge, skills & commitment as a professional marketer.



Next Steps

Need an invoice – for your employer to fund your diploma? Or if you've got any other questions,
just call our team on 0800 334 5784 today!

Now is YOUR time to shine online! Enrol today & get started in as little as 15 minutes. Graduate in the top 1% of marketers... let's accelerate your career or business now!

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