

The IDM Postgraduate Diploma in Digital Marketing (PG Dip DigM) is made up of 10 modules (listed below). Each module comprises a series of lessons, videos, case studies and additional resources.

PGDGO20A		Online courseware release	Module Topic Title	Learning Outcome	Assignments, revision and exams	Directed study (hours)#	
Fri	01 May 2020	Module 1	An introduction to intelligent marketing	Understand the drivers for effective marketing in a demanding, data rich, overly submerged marketing environment.		15	
Mon	04 May 2020	Welcome Webinar					
Fri	29 May 2020	Module 2	Understanding the marketing environment	To be proficient at developing an objective and realistic view of the market context prior to developing an inspirational digital marketing strategy.		15	
Fri	26 June 2020	Module 3	Marketing Strategy	Create an effective strategy by using data to identify and target different audiences, using relevant and powerful propositions and building detailed models of segmented customer journeys on the pathway to purchase.		15	
Fri	24 July 2020	Module 4	Financial Analysis	To help you develop a process for evaluating the cost-effectiveness of digital marketing campaigns and their performance in relation to business and marketing objectives.		15	
Mon	27 July 2020			Assignment Brief available (please check your digital learning account)	Ass 1 issued		
Mon	27 July 2020	Assignment 1 Briefing Webinar					
Fri	21 August 2020	Module 5	Brand Building	To enable you to take advantage of the opportunities offered by digital marketing to redefine brand value and experience in the hearts and minds of prospects and customers		15	
Mon	07 September 2020				Ass 1 due in		
Fri	18 September 2020	Module 6	Customer Insight	Improve your ability to consistently find and make use of customer insights that improve the performance of your marketing activity.		15	
Fri	16 October 2020				Ass 1 results		
Fri	16 October 2020	Module 7	Developing Integrated Communications	Set your team up to deliver effective marketing campaigns, from targeting and measuring, reviewing creative, to understanding how to embrace the technological opportunities.		15	
Fri	13 November 2020	Module 8	Managing Integrated Communications	Take advantage of campaign planning techniques, channel assessment processes to develop an integrated approach to your marketing activity.		15	
Mon	16 November 2020				Ass 2 issued		
Mon	16 November 2020	Assignment 2 Briefing Webinar					
Fri	11 December 2020	Module 9	CRM	Incorporate CRM activities into your practices to drive customer first communication strategies, including integrated communications, personalisation and permission marketing.		15	
Mon	28 December 2020				Ass 2 due in		
Fri	08 January 2021	Module 10	Using Digital Transformation to Enhance Customer Experience Through Automation and Programmatic Workflows	Embrace digital transformation and marketing automation techniques, processes and technology to deliver excellent customer experience.		15	
Fri	05 February 2021				Ass 2 results		
Mon	01 March 2021	Exam Revision Webinar					
Wed	14 April 2021				Exam		
Wed	05 May 2021	Professional Practice Report Submission					
Fri	30 July 2021				Results issued		
	November 2021				Graduation		

