

The IDM Postgraduate Diploma in Digital Marketing (PG Dip DigM) is made up of 10 modules. The modules will be released every two weeks but the below is guidance for the modules you should have studied in order to complete your assignments.

PGDGO20E	Online courseware release	Module Topic Title	Learning Outcome	Assignments, revision and exams	Directed study (hours)#	
Mon	01 February 2021	Module 1	An introduction to intelligent marketing	Understand the drivers for effective marketing in a demanding, data rich, overly submerged marketing environment.	15	
Mon	01 February 2021	Live Welcome Webinar at 7pm				
Mon	15 February 2021	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	
Mon	01 March 2021	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	
Mon	22 March 2021	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	12 April 2021	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	12 April 2021			Assignment Brief available (please check your digital learning account)	Ass 1 issued	
Mon	12 April 2021	Live Assignment 1 Briefing Webinar at 7pm				
Mon	03 May 2021	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	
Mon	24 May 2021	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	
Mon	24 May 2021				Ass 1 due in	
Mon	14 June 2021	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	05 July 2021	Module 9	CRM	Incorporate CRM activities into your practices to drive customer first communication strategies, including integrated communications, personalisation and permission marketing.	15	
Fri	09 July 2021				Ass 1 results	
Mon	19 July 2021				Ass 2 issued	
Mon	19 July 2021	Live Assignment 2 Briefing Webinar at 7pm				
Mon	26 July 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	
Mon	30 August 2021				Ass 2 due in	
Tue	31 August 2021	Live Exam Revision Webinar at 7pm				
Wed	29 September 2021				Exam	
Fri	08 October 2021				Ass 2 results	
Wed	20 October 2021	Professional Practice Report Submission				
Fri	04 February 2022				Results issued	
	May 2022				Graduation	