

Transform Your Career

Sharpen your strategic skills with the
Professional Marketing Diploma

dma.org.uk | idm.org.uk



I Institute
of Data &
Marketing
DM
Part of the DMA

Contents

| | |
|---|----|
| Studying with the IDM | 3 |
| Introducing: The IDM Professional Marketing Diploma | 4 |
| | |
| / Transform your career | |
| / What will I learn | |
| / How do I learn? | |
| / Meet the tutors | |
| / How am I assessed? | |
| | |
| IDM Learning Principles | 18 |
| | |
| / Why learn with the IDM? | |
| / Our learning philosophy | |
| / Our learning foundations | |
| / Our learning approach | |
| / Our course principles | |
| | |
| Proven methods, great results | 24 |
| About the IDM | 25 |
| About the DMA | 26 |

Excellence in marketing training

Learn with the IDM and earn a certified stamp of approval that shows off your marketing smarts.

The IDM is the institute of the Data & Marketing Association (DMA).

We curate the curriculum, enforce the educational rigour and uphold the standards of the DMA's industry-recognised portfolio of professional qualifications for marketers, teams and businesses.



Experience

We have over 30 years' experience of delivering excellence in data-driven marketing training.

In that time we've helped over 100,000 marketers get better at what they do - we want you to grow that number.

Accreditation

IDM accredited training underpins the learning programmes of DMA Members - businesses and organisations that span the cutting edges of the UK's data and marketing landscape.

And we're chosen to work with university partners to accredit undergraduate marketing programmes with our proven, real-world expertise.

We pour all this experience back into our learning content, taught by our roster of experienced practitioners.

Tap into the best minds in the business when you study with us.

Hit Your Goals

The Professional Marketing Diploma will help you and your business smash through your professional and organisational horizons.

You'll elevate your strategic marketing; power-up your planning skills; break new ground with better briefing techniques; and pack more punch into your channel selection.



Transform your career

Who is this diploma for?

The **Professional Marketing Diploma** is designed to help marketing managers or aspiring marketing managers.

You are: a Marketing Manager

You're a Marketing Manager in the dream job, but how do you stay current, stay on top of trends and lead your team from the front?

The Diploma will:

- / Equip you with the tools you need to deepen your knowledge
- / Help you unwrap the techniques to get more out your marketing approaches – with more to pass on to your team
- / Fill the gaps in your knowledge so you can meet the demands of an ever-evolving, challenging leadership role

You are: an aspiring Marketing Manager

If you are a high performing marketing exec in a specific area of marketing or a high performing generalist, this course will give you the tools and know how to land that dream job as a Marketing Manager.

You will:

- / Plan and create high performing campaigns
- / Sharpen up your strategic focus
- / Discover the techniques to crafting effective multi-channel campaigns



Grow your confidence, boost your earnings and land your dream job

This is a **Level 6** qualification that will take you approximately a year to complete. And once you do, you could see results like this:

94%

of graduates reported a boost in confidence after completing the qualification

75%

of students received a payrise upon completing their study

72%

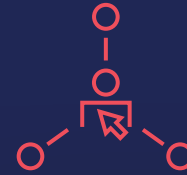
of graduates reached more senior positions in their career after graduation



What will I learn?



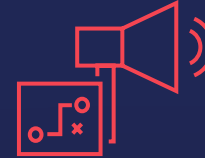
Understand how data underpins the effectiveness of your campaigns and the experience you give your customers



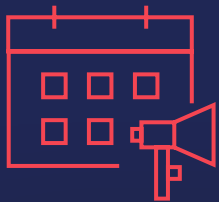
Select the right channels for the right audiences and campaigns



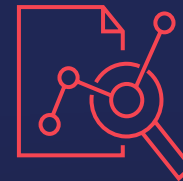
Implement effective customer relationship management techniques like journey planning, personas and segmentation



Develop a top-level campaign strategy, and the channel strategies which feed into it



Learn to juggle the big campaign moments and your year-round activity



Analyse which channels you should continue to invest in - and those you should re-consider



Understand all the channels available to you, and how non-digital channels can work alongside digital marketing



Plan your budget to make the most of 'always-on' channel activity and your big campaigns

How do I learn?

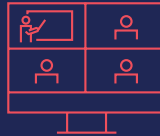


Online – Work at your own pace

Enjoy the flexibility of the Diploma by creating your own, personalised study routine, with assessment via set deadlines to help you keep your learning on track.

You will also be able to ask your tutor directly for advice and guidance in one of four live webinar sessions.

These sessions will be kept online for you to refer back to and learn from in your own time and help keep your study on track.



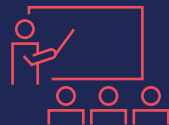
Virtual Classroom: - Day-release

Nine x one day, face-to-face instructor-led sessions via Zoom.

Students following this study mode access all online learning content to help deepen knowledge and build on what you learn during the face-to-face sessions.

Remember: We know keeping your training on track can be tricky with so many other commitments and busy lives.

So all learning content remains available online should you miss any of the teaching days, so you will be well placed to catch-up.



Corporate Learning

This programme can be fully customised and delivered to your staff in-house.

For more information visit
theidm.com/corporate-training



How we support your study

All our students become **IDM Members** and get access to **The Hub**, your online home learning resources, reading materials and video content to support your training, all stored and easily accessible in one place.

- / We're part of the DMA and so our Individual Membership includes some research and reports from the DMA's research and insight library.
- / These reports and infographics tackle the whole gamut of marketing challenges at the macro and micro level, are informed by practitioners and subject matter experts, and will help you grow your knowledge and support your study.
- / Additionally you access the **DMA Awards** case study library: the workings out and thought processes behind the best work in the business, laid bare for you to dig into and learn from.

Take a tour of The Hub here >

The **building blocks** to a new marketing mindset

The first section of your **Professional Marketing Diploma** will help you understand the core principles of effective campaign strategy.

Get prepared for your first assignment: what you learn here will guide you to new heights when you construct a marketing campaign proposal using your new skills.

An introduction to intelligent marketing

- / Learn how to create environments and cultures of excellence: where you can grow, your teams can grow, businesses diversify and thrive, and everybody benefits.

Discover how to integrate omnichannel campaign planning

- / The power of omnichannel campaigns
- / Implementing the integrated planning process
- / Facilitating change for integrated planning

Build profitable CRM techniques to meet your customer's needs

- / Create a customer centric communications plan
- / Know your customers
- / Building a communications strategy

Learn how to build a comprehensive budget

- / Setting your budget
- / Manage your budget
- / Measure your ROI

GDPR: understand campaign compliance

- / Create comms rooted in GDPR – and build consumer trust
- / Accountability
- / GDPR & lawful processing - consent
- / GDPR & lawful processing - alternatives to consent
- / Profiling under GDPR

Measure and optimise your marketing

- / Analyse and take command of your omnichannel campaign
- / Transform data into insights for continuous improvement
- / Use your insights to influence marketing strategy

Harmonise your omnichannel marketing mix

- / An introduction to the marketing channel mix
- / Online marketing
- / Offline marketing

Write briefs to instruct – and inspire

- / Spice up the strategy in your campaign briefing
- / Develop an impactful proposition
- / Learn how to evaluate creativity

To help you apply what you have learned in the first half you will have access to these practical templates – take them away and use them in your work, straight away:

- / Build a business case for customer-centric marketing
- / Build a business case for integrated marketing
- / Annual budgeting
- / Customer personas
- / Integrated planning

Blend what your audience expects with what your business demands

The second section of your Diploma is dedicated to understanding how key marketing channels should be planned to meet the expectations of your audience and the needs of the business.

Supercharge your content marketing

- / Develop a content strategy
- / Deliver a content strategy
- / Amplify, measure and optimise your content

Get strategic on social media

- / Develop a social media channel strategy
- / Develop a social media campaign strategy
- / Choose the right metrics to measure social success

Put your customers at the heart of your website design

- / Customer-centric website strategy
- / Website and campaign strategy
- / Measure the effectiveness of websites

Amplify your emails

- / Develop your email channel strategy
- / Develop your email campaign strategy
- / Measure email success

Make the most of mobile marketing

- / An introduction to mobile marketing strategy
- / Develop a mobile marketing strategy
- / Measure and test your mobile marketing activity

How to scale your search engine opportunities

- / Lay out an affiliate marketing strategy
- / Get into the detail of display marketing strategy
- / Search engine marketing strategy

Master print mail

- / Why use direct mail and how to plan it
- / Why use door drops and how to plan them into your marketing mix
- / Create your mail campaign

To help you apply what you have learned in the second half you will have access to these practical templates:

- / Content review
- / Content strategy plan
- / Website journey planning
- / Website briefing
- / Website analytics
- / Email campaign strategy
- / Social campaign strategy
- / Mobile marketing strategy
- / Affiliate channel strategy
- / Digital advertising campaign plan
- / SEM channel strategy
- / Display channel strategy

Meet the **tutors**



Nick Crawford, Owner and Principle Consultant, Twist Consultancy

Nick is the owner of Twist Consultancy, however his career began heading up call centre teams, developed into customer experience measurement and then moved to data led online campaigns, Nick helps businesses win & retain customers with relevant & engaging marketing.

Nick works with B2C and B2B clients and has an excellent understanding of data-driven marketing and strategic planning.

With over 15 years across CRM, database marketing, campaign management, email customer insights and customer journey planning.

With a proven strategic experience of senior client and stakeholder management - and strong commercial experience - Nick prides himself on making things happen.

He is an industry speaker and written contributor including the 2017 'Econsultancy Email Marketing Best Practice Guide' and he is an elected member of the DMA Email Council and Legal Hub.

Nick also champions email as an essential part of the greater marketing mix, with a focus on compliance (inc. GDPR delivery) and best practice.

Meet the **tutors**



**Tim Hamill F IDM,
Director,
Data Ketchup**

Tim has over 25 years' of marketing experience specialising in helping businesses utilise data to improve their marketing and commercial decision making.

During his career he's held several senior roles at Royal Mail, driving their marketing, market insight product development, and creative services.

He is a founding partner of data-driven creative marketing consultancy Data Ketchup and a Director of Customer Content for 3d Mapping Company.

For the last five years, he's been an IDM tutor.



**David Hearn F IDM,
Creative Technology
Director Arcstream AV**

David has been a marketer for 30 years, starting at The Economist, before moving to agency FCB, working for British Airways and The Australian Tourist Commission.

He then became co-owner of direct and digital agency AHK, developing successful customer acquisition and retention programmes for, amongst others, Royal Mail, 3M, Canon and Adobe.

David now works in creative technology for Arcstream AV, delivering interactive marketing solutions for major brands including Ford, GSK, EY and Schroders – bridging digital and face-to-face engagements.

With wide experience in both B2C and B2B markets, he has been sharing his expertise and experience for over 20 years as a trainer and tutor for the IDM.

David also lectures at universities and delivers a series of online professional training webinars.

How am I assessed?

Your Diploma is designed to help you apply your knowledge in real life marketing environments – and our assessments are no different.

Assignment One

In the first half of your the qualification you will understand the core principles of effective marketing strategy, your first assignment will test you on how you apply this knowledge to a given situation.

You will be asked to develop a proposal for a marketing campaign strategy.

Assignment Two

The second half of the course is dedicated to understanding how key marketing channels should be planned to meet the expectations of your audience and the needs of the business.

You will apply what you have learned in the second half of the course to create a marketing plan which will fulfil the marketing strategy.

Final exam

The Exam gives you three hours to show off all you have learned to the examiners.

You will have different question to tackle covering mini case studies, evaluation of marketing tools and techniques, and interpretations of data.

Pass marks and grades

To pass you will need a minimum of 45% in each assignment and the exam

To obtain a CREDIT you must pass both papers and achieve an overall average of 60%

For a DISTINCTION you must pass both papers and exam with a grade of 70%

Assignment marks are weighted.



What our **Graduates** say



The course didn't just provide useful content, but it gave me frameworks to use in my job immediately.

The online learning can be reviewed over and over, which is invaluable when getting to grips with some of the trickier concepts, while the tutor sessions provide an opportunity to meet subject matter experts and ask questions about what we've learned.

Maxine Dunham

Ashfield MedComms

2022

What our **Graduates** say



This qualification has genuinely been one of the best choices I've made for my further learning but more importantly my career.

From the grounding fundamentals to the relevant case studies - and the thinking behind how you could apply this to your organisation - has all been incredibly insightful.

Georgia Vatter

Jarrold

2020

Why **learn** with the IDM?

How do we stand apart from the other providers?

Here's a few clues.

- / We have 30 years' experience in delivering excellence in data-driven marketing learning and training
- / As part of the DMA we tap into the UK's data and marketing community to infuse our learning portfolio with the latest industry best practice and thought-leadership insights
- / You'll learn and grow thanks to a syllabus crafted and delivered by experienced practitioners. You'll be taught by subject matter experts,

Practical

This qualification gives you the leadership toolkit you need to build, establish and grow a thriving marketing department.

You will be guided through templates designed to support you in the activities you carry out and help embed the changes in processes and behaviours in your organisation.

Remember: Use the templates as they are and share them with your team or grab inspiration from them to develop and enhance the documentation you already have.



Built with you in mind

The Diploma progresses in line with the stages of career development of your typical marketing leader.

Each step of your Diploma lines up with the career development arc of your typical marketing leader.

You will be assessed on your ability to apply your learnings across assignments and an exam – and this approach means you'll graduate with the skills to take the next step up in your career.

Learn from those who have been there, and done it.

And all IDM tutors are experienced senior marketing professionals with a passion for sharing their knowledge. Our educators have the experience and have walked the walk.



Get ahead, **fast**

Our proven learning philosophy underpins all you learn, the way you learn and will propel you forwards in your career.

Here's how it works:

- / Embedded in industry best practices revived and renewed through the insights and real-world experiences of our community of leading industry practitioners
- / Theory becomes practice: the constant and consistent application of what you learn, with processes and even templates ready for you to use means you take your new knowledge and apply, straight away
- / IDM qualifications are mapped to specific career stages so you know you will be appropriately prepared to meet the demands of your role
- / Measure yourself against the best.
- / The **DMA Awards** hosts the best work in the business, and you'll be able to dip into these case studies to take inspiration to drive your campaign work up levels



Tap into the best minds in the business

The IDM's learning foundations are informed by our community of leading industry practitioners.

As the institute of the DMA, IDM learning content is influenced by the data-driven marketing practitioners and leaders that populate some [20 DMA Councils and Committees](#).

Drawn from global brands to boutique studios, from massive tech innovators to niche traditionalists, these marketers help set the standards for our industry:

- / In general marketing, in inspiring growth and innovation
- / In driving new technology forward
- / In developing and empowering marketers to get the true value from data
- / In championing creativity
- / Always ensuring the customer is at the heart of what we do



The **bedrock** to your **success**

Your training is built on practitioner-insights with a future-proof outlook, meaning all that you learn, you use straight away.

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101001

Data-driven

Data sits at the heart of effective marketing, so understanding your customers and behaviours is key to targeting the right people and giving them the right experience – and building trust with



Responsible Marketing

We push you beyond compliance and instill an ethos to serve each customer with fairness and respect. Everybody wins, because by marketing the right way you'll protect your brand, your people and your audience.



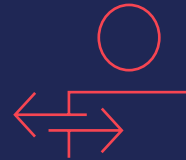
Legislation and Compliance

Understand what governs your marketing activity and ensure compliance



Creative

Take your creative craft to new heights; copy and design, creative strategies and creative solutions. 360° creative thinking and learning approaches to help your marketing go further.



Customer Engagement

All of your customer communications and strategies should seek to engage in order to drive effectiveness.



Effectiveness

All of the marketing theory and practice we teach has effectiveness at its heart, if it is not effective it will disengage your audience and eat up valuable resources.

Data is at the heart of effectiveness, taking us full circle back to being data-driven.

Proven methods, great results

Our learning approach sits on six key pillars, each driving unique, practical and applicable outcomes for you as the student.

| Step | Taxonomy | IDM learning method | Level of knowledge |
|------|---------------|--|---|
| 1 | Remembering | Start the lesson by asking them to reflect in some way about what they already know on the topic | Recognising and recalling facts |
| 2 | Understanding | Develop comprehension by providing information on the topic | Knowledge of the information is more rounded, helping to memorise and understand. |
| 3 | Applying | Add learning checks around key points to remember | Apply the information to practical effect. |
| 4 | Analysing | Include any research and statistics to demonstrate and re-inforce | Able to judge the value of information, can examine, differentiate and justify a decision. |
| 5 | Evaluating | Show pre-populated examples of templates and use award winning case studies to illustrate | Multi-layered understanding of how it is used in complex real-world situations. |
| 6 | Creating | Ask learners to apply knowledge gained to their own brand and implement the learned activity | In-depth understanding to utilise the information while being aware of, and account for, it's possible limitations. |

About Us - IDM

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Excellence in marketing training

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Accreditation

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And we work with university partners to accredit and underpin their undergraduate marketing programmes with our proven, real-world expertise.

Experience

We have over 30 years' experience of delivering excellence in data-driven marketing training; learning with the IDM is a certified stamp of approval that demonstrates you keep your marketing skills sharp.

Hit Your Goals

Our study options span long and short formats, are customisable and scalable to help you and your business hit your professional and organisational goals.

To discuss your marketing training requirements further, [head here](#).

And to learn more about DMA Membership, [head here](#).



About Us - DMA

We are Europe's largest community of data-driven marketers.

The DMA is the driving force of intelligent marketing.

We lead the UK data and marketing industry to create environments and cultures of excellence: where you can develop your skillset, your teams can grow, businesses diversify and thrive, and everybody benefits.

Throughout we guide and inspire our community of Members and the wider industry to shape thriving, sustainable, people-first business cultures, and provide the tools, insight, training and support you, your team and your business need to achieve your professional and organisational goals.



Take your first steps to the next level

To discuss the **IDM Professional Marketing Diploma**, contact our team via **training@theidm.com** or call for a chat on 020 8614 0255.

