

The IDM Professional Diploma in Digital Marketing (Dip DigM) is the equivalent to a level 6 qualification or to bachelor's degree level and is made up of 16 modules (listed below). Each module comprises a series of lessons, videos, case studies and additional resources. To monitor your progress there is an end of module learning check (not part of the formal assessment) which can be attempted multiple times.

Upon completion of the Professional Diploma, you will be qualified to; plan, manage and evaluate digital campaigns in social media, search, email, affiliate and more, and learn to confidently integrate them within your organisation's wider marketing strategy.

PDDGF21A		Online courseware release*	Module Topic Title	Learning Outcome	Assignments, revision and exams	Directed study (hours) #	Related study (hours) #
Mon	25 Jan 2021			<b>Online account issued &amp; Welcome Webinar</b>			
<b>Pre-recorded welcome webinar from Tim?</b>							
Mon	25 Jan 2021	Module 1	Implementing integrated planning for omni channel campaigns	The power of omnichannel campaigns Implementing the integrated planning process Facilitating change for integrated planning		10	5
Mon	08 Feb 2021	Module 2	CRM techniques to help you meet your customer's needs	Create a customer centric communications plan Know your customers Building a communications strategy		10	5
Mon	22 Feb 2021	Module 3	Measuring effectiveness in relation to all of your channels	Analysing your omnichannel campaign Transform data into insights for continuous improvement Using insights to influence marketing strategy		10	5
Mon	08 Mar 2021	Module 4	Taking an omni-channel approach in a digital world	An introduction to the marketing channel mix Online marketing Offline marketing		10	5
Mon	22 Mar 2021	Module 5	Using GDPR to implement a customer first approach to campaign data	GDPR & Consumer trust Accountability GDPR & lawful processing – consent GDPR & lawful processing – alternatives to consent Profiling under GDPR		10	5
Mon	29 Mar 2021			<b>Virtual classroom session</b>			
Mon	05 Apr 2021	Module 6	Delight your agencies, creatives and channel experts with your approach to campaign briefing	Strategic campaign briefing Developing a proposition Evaluating creativity		10	5
Mon	12 Apr 2021			<b>Assignment Brief available (please check your online learning account)</b>	<b>Ass 1 issued</b>		30
Mon	12 Apr 2021			<b>Virtual classroom session</b>			
Mon	19 Apr 2021	Module 7	Understand how to set and manage a budget for your big campaign moments and ongoing annual spend	Setting the budget Managing the budget Measuring the ROI		10	5
Mon	03 May 2021	Module 8	Develop your approach to customer centric website strategy.	Customer centric website strategy Website and campaign strategy Measuring the effectiveness of websites		10	5
Mon	17 May 2021				<b>Ass 1 due in</b>		
Mon	17 May 2021	Module 9	Discover how to put effective content at the core of your omnichannel campaign.	Developing a content strategy Delivering a content strategy Amplify, measure and optimise your content		10	5
Mon	31 May 2021	Module 10	Deliver an effective email strategy year round and for those big campaign moments	Developing your email channel strategy Developing your email campaign strategy Measuring email success		10	5
Mon	14 Jun 2021	Module 11	Incorporate mobile into your omnichannel strategy to ensure you are thinking about the whole customer journey	An introduction to mobile marketing strategy Developing a mobile marketing strategy Measure and test your mobile marketing activity		10	5
Fri	18 Jun 2021			<b>Assignment 1 Feedback due</b>			
Mon	22 Jun 2021			<b>Virtual classroom session</b>			
Mon	28 Jun 2021	Module 12	Add print mail to your omnichannel tool bag to drive conversion and engagement.	Why use direct mail and how to plan it Why use door drop and how to plan it Creating your mail campaign		10	5
Mon	12 Jul 2021	Module 13	Think about your social media opportunities all year round as well as for those hero moments	Developing a social media channel strategy Developing a social media campaign strategy Choose the right metrics to measure social success		10	5
Mon	26 Jul 2021	Module 14	Your presence across the web doesn't stop at your website, incorporate all the digital ad opportunities	Affiliate marketing strategy Display marketing strategy Search engine marketing strategy		10	5
Tue	27 Jul 2021			<b>Assignment Brief available (please check your online learning account)</b>	<b>Ass 2 issued</b>		30
Tue	27 Jul 2021			<b>Virtual classroom session</b>			
Tue	31 Aug 2021				<b>Ass 2 due in</b>		
Wed	01 Sep 2021			<b>Virtual classroom session</b>			67
Wed	29 Sep 2021				<b>Exam</b>		3
Fri	15 Oct 2021			<b>Assignment 2 Feedback due</b>			
Fri	04 Feb 2022				<b>Results issued</b>		
	March 2022				<b>Graduation</b>		
						<b>Total</b>	<b>370 hours</b>

\* Indicated study hours are approximate and purely for guidance purposes. Depending on your experience, job role and prior learning, you might find the need to study for more or fewer hours.