

/ Professional diploma in digital marketing

February 2020



/ Contents

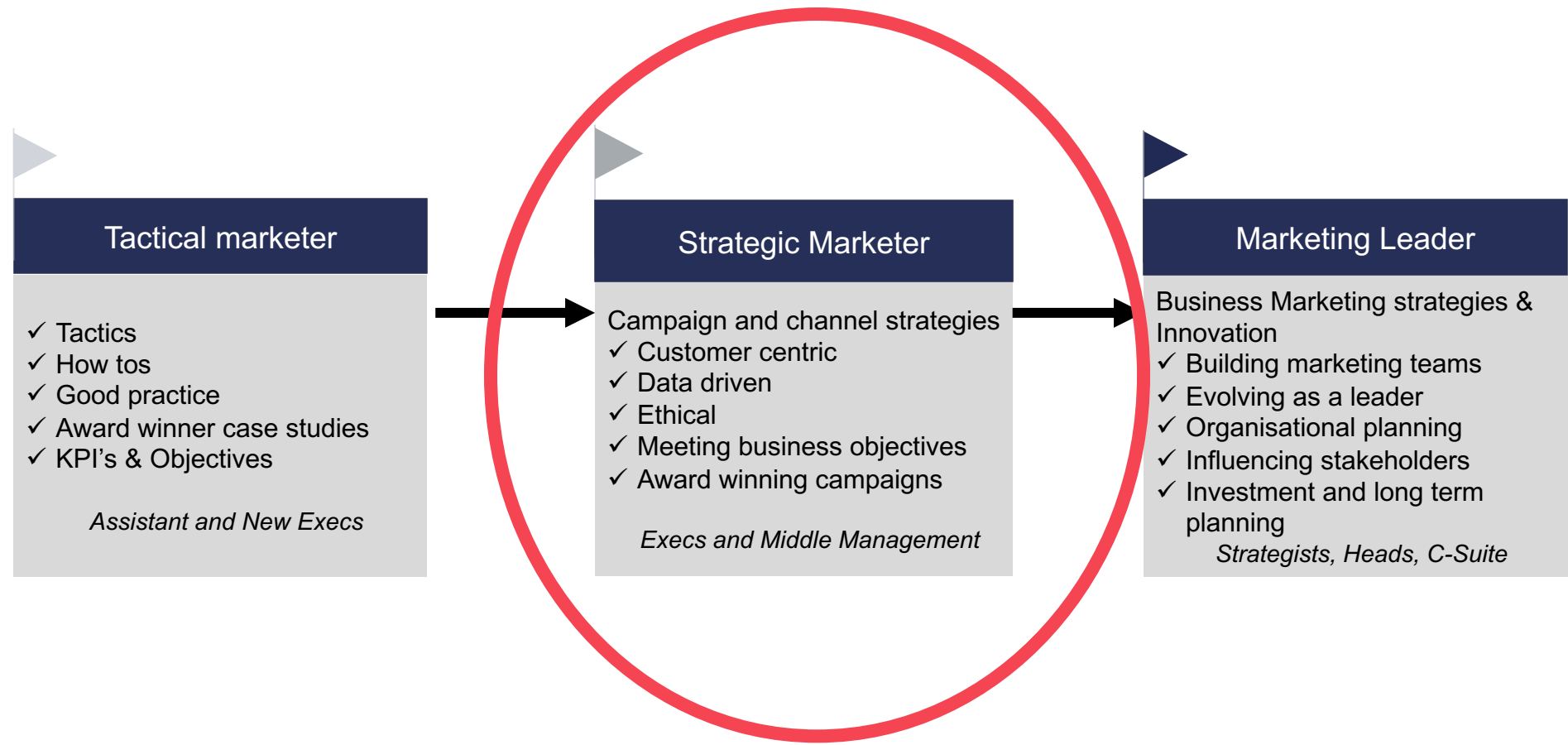
1. Audience – who should study this qualification?
2. Qualification purpose – what are the key takeaways from this qualification?
3. Lesson structure – a closer look at what's involved
4. Assessment – learning outcomes

/ Audience

Who should study this qualification?



/ Course positioning - audience



/ Course purpose

What are the key takeaways from this qualification?



/ Course positioning

The professional diploma in marketing is designed for marketers who are:

- Developing strategies for multichannel campaigns
- Wanting to move into marketing management
- Already managing multiple channels but would like to develop their strategic understanding

It forms the second in a series of three marketing qualifications:



/ Course purpose

The professional diploma in marketing is designed to help marketers develop effective integrated marketing campaigns. In a world where there are endless channels and opportunities for talking to customers and data is abundant, how do we make the right choices?

- The professional diploma in digital marketing focuses on using data to inform effective multi or omni channel marketing planning.
- Many channels are now 'on' all year around, meeting these needs well can be challenging
- Though digital marketing skills are most in demand, combining digital and traditional channels provides optimum performance and customer experience.
- All marketing campaigns should be compliant, well planned, budgeted and measured – this course will ensure you are well equipped for each of these too

/ Course templates

This is a practical marketing course, which will take you through the tasks you will need to carry out in the office. You will be guided through templates which are designed to support you in the activities you carry out and help embed the changes in process and behaviours in your organisation. Feel free to use the templates as they are and share them with your team or take influence from them to develop what you already have.

You will find the following templates in the Professional Diploma in Digital Marketing

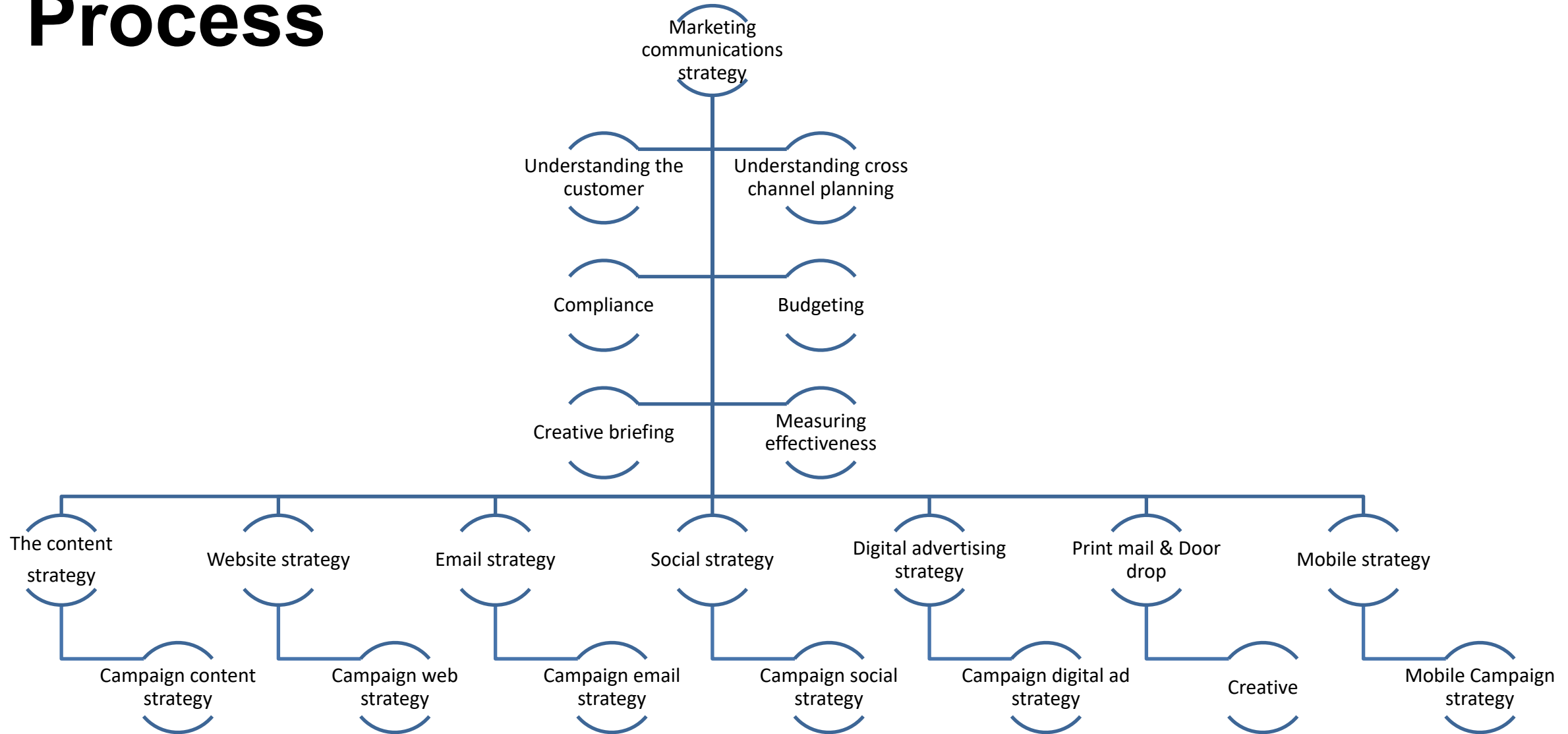
- Building a business case for customer centric marketing
- Building a business case for integrated marketing
- Annual budgeting
- Customer personas
- Integrated planning
- Content review
- Content strategy plan
- Website journey planning
- Website briefing
- Website analytics
- Email campaign strategy
- Social campaign strategy
- Mobile marketing strategy
- Affiliate channel strategy
- Digital advertising campaign plan
- SEM channel strategy
- Display channel strategy

/ Lesson structure

A closer look at what's involved



/ Process



/ Cross channel planning



Campaign strategy



Campaign brief



Campaign channel strategies



Campaign channel briefs

The campaign strategy outlines the audience, messaging, channels and objectives of the campaign. This has its own brief for the campaign, which informs the channel strategies.

The channel strategies outline how the channel will be used for all campaigns and ongoing communications in between campaigns. Each channel has its own brief, which is informed by the campaign brief.

The campaign channel strategies show how each channel contributes to the campaign strategy – giving more specific audience information, tailored messaging for each channel, the objectives for each channel and how each channel will contribute to the overarching objective – using individual SMART objectives and KPI's. These strategies provide a framework for campaign channel plans.

/ Assessment

Learning outcomes

/ Assessment

- Learners will be assessed on the following
 - The significance of audience and campaign objectives on channel selection
 - How to write a campaign strategy
 - How to brief a campaign strategy across multiple channels (digital & traditional)
 - Understand the right things about each channel to determine whether to select it for a given organisation, campaign, and audience
 - How to measure the effectiveness of a multi channel campaign
 - The legislative restrictions around channel and data usage
 - Manage a campaign budget

Note: Assessment will include both formative (ongoing tutor feedback) and summative (written assignment and exam) methods