



The Chartered
Institute of Marketing



CAM Diploma in Managing Digital Media (Blended)

CIM ACADEMY

Course guide

It's your time to shine.

About CIM Academy

The **CAM Diploma in Managing Digital Media** is about putting digital marketing into practice. It is ideal for people whose role might involve working with digital media and implementing strategies that involve digital media.

By studying this qualification with The Chartered Institute of Marketing (CIM)'s own study centre, CIM Academy, you will have access to:

- **The highest quality resources and expertise**
- **Exceptional tuition from course directors who are leaders in their field**
- **A highly supportive network from course directors, a dedicated CIM Academy support team and fellow delegates**
- **Excellent pass rates and awards for outstanding achievement**
- **An unrivalled reputation – over 90% of our delegates would recommend us**
- **A pay as you learn option and prices which include CIM membership and assessment fees**
- **Workshop days in central London**

Our **blended learning programme** provides maximum flexibility and convenience. Unique to CIM Academy, it combines live tutorials, group and one2one tutor led sessions, accessible from any location, with face to face practitioner workshop days in central London.

In addition to this qualification, we offer the following professional qualifications:

Digital Marketing

- **CAM Diploma in Managing Digital Media**

Marketing (CIM)

- **Professional Certificate in Marketing**
- **Professional Diploma in Marketing**
- **Chartered Postgraduate Diploma in Marketing**

Sales (CIM)

- **Certificate in Professional Sales Practice**
- **Advanced Certificate in Professional Sales Management Practice**
- **Advanced Certificate in Account Management Practice**
- **Intensive Diploma in Strategic Sales Practice**

Visit www.cimacademy.com for more details

"The experience that I had of CIM Academy was great resources, friendly and helpful support staff and most importantly a strong focus on practical learning that I could apply in my role. I would recommend their courses to others"

Overview

The **CAM Diploma in Managing Digital Media** is about putting digital marketing into practice. Doing the work, running the digital campaigns and what you need to be aware of. This qualification also looks at the fast changing landscape of social media and emerging trends.

This programme has been designed by CIM Academy and is based upon research undertaken by the CAM Foundation into what employers want their marketers to be able to do in the digital arena.

Who is it for?

- **Marketers whose role involves working with digital media and implementing strategies that involve digital media**

What you will learn

You will learn how to:

- **Explain the changes that have been brought about by advances in digital communications**
- **Identify how the changes in digital marketing challenge and compliment conventional communication**
- **Measure the effectiveness of digital campaigns and recommend appropriate methods to a given situation**
- **Plan and execute digital campaigns and evaluate the importance of integrating the communications**
- **Evaluate likely developments in digital communications and discuss the new role of social media**



Awards

This diploma consists of the following units, which are separate awards in their own right:

- **Implementing Digital Campaigns**
- **Integrating Digital Media and Branding**
- **Advertising**
- **PR**

Please note: You can sign up to study one award, two awards or the whole qualification with CIM Academy. We recommend that you sign up for the whole qualification or two awards if possible to enable you to gain the greatest insight and confidence in the digital marketing area.

Course structure and start dates

This blended learning programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor-led sessions with face to face practitioner workshop days in London. The majority of study can be completed from any location with the practitioner workshop days used to reinforce learning and allow for practical application. Delegates will need to spend between 40 – 50 hours per award studying online and reading.

The Integrating Digital Media and Branding and Implementing Digital Campaigns modules are each assessed by a business related assignment which require an additional 20 – 25 hours each to complete. The Advertising and PR modules are both assessed by examination.

Benefits of blended learning

Benefits to this programme include:

- **Interact in live tutorials, group and one2one tutor led sessions from any location**
- **All coursework completed remotely – eliminating the time and cost of travelling to weekly classes**
- **Opportunity to review tutorials to consolidate learning**
- **Network with like minded individuals.**
- **Face to face workshop days to reinforce learning**
- **Access to a range of online resources**

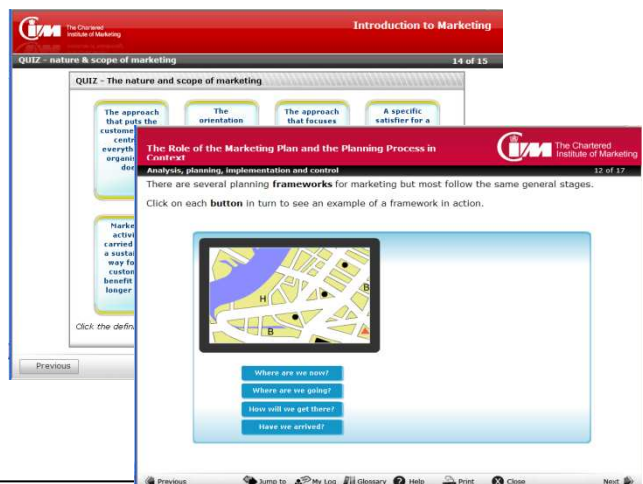
Location of workshops and dates

Workshops take place at Euston House in central London. For more details on our venue, please see page 8. Streams commence in January, September and July each year. Please see the separate course schedules on our website or contact us for exact dates.

Supporting you all the way - CIMCity – your online learning environment

CIMCity is the online learning community supporting you throughout your studies with CIM Academy. It provides access to online tutorials and allows you to collaborate with other delegates and course directors. It also offers support and assistance throughout your studies through the CIM Academy learner support team and course directors, who are online to provide assistance for both technical and course related queries, as well as provide encouragement and motivation with your studies.

CIMCity hosts a range of online tools, templates, podcasts and links to relevant reading that you can use in your workplace as well as in your assignments. These are all combined within a structured programme of learning to help you balance the challenge of a demanding work environment with studying for a professional qualification.



Course content

The **CAM Diploma in Managing Digital Media** consists of the following units, which are separate awards in their own right:

- **Award 1: Implementing Digital Campaigns**
- **Award 2: Integrating Digital Media and Branding**
- **Award 3: Advertising**
- **Award 4: PR**

On the following pages, you will be provided with an overview of each of the units.

Award 1: Implementing Digital Campaigns

This award will provide you with insight and some of the skills and knowledge to implement digital communications projects.

Central to the unit will be an exploration of the new models and approaches that are now governing digital communications. These include web 2.0 – 3.0, social networking, blogging and subscription-based communications tools.

In recognition of the rapidly changing technologies and approaches to digital communication, this award will also feature a future trends section, which will be regularly updated, and will consider web 4.0 (the synchronised background sharing of data to provide intelligent solutions), new influence models and the growing impact of

neuroscience on digital communications practice.

Assessment

This award is assessed by a written, practical assignment. You will be asked to write a blog or create a microsite and use Google Adwords and analytics within it. The assignment will be a written reflection of the work.

Learning Outcomes

By the end of this award you should be able to:

- **Explain the changes that have been brought about by the advances in digital communication techniques**
- **Explain contemporary digital concepts and identify how these changes challenge and compliment the conventional forms of communication**
- **Apply the tools available to measure the effectiveness of digital campaigns and recommend appropriate methods to a given situation**
- **Plan and execute digital campaigns**
- **Explain how digital communications are controlled or constrained by social acceptability, the law and voluntary constraints**
- **Evaluate the likely developments in the sphere of digital communications**

Course content

Award 2: Integrating Digital Media and Branding

This award aims to provide you with a good understanding of the fragmented nature of media management. It will equip you with the skills and knowledge that are necessary in evaluating and integrating brand propositions both online and offline. The four sections comprise of: offline media such as print, radio and TV; online digital media including mobile communications; integrated communications and integrated branding communications, and key performance indicators in integrated marketing communications (IMC).

Assessment

This award is assessed by a case study based assignment.

Learning Outcomes

By the end of this award you should be able to:

- Evaluate the importance of integrating diverse media in communications
- Analyse the challenges of integrating communications via online and offline media
- Discuss the new role of social media and networks in communication
- Employ an integrated approach to creating, sustaining and promoting a brand
- Appraise the evolving nature of communications through mobile devices and converging techniques
- Evaluate the role of key performance indicators in Integrated Marketing Communications

Award 3: Advertising

This award aims to provide you with the knowledge and understanding of the function of advertising within the marketing mix, communications mix and society. This award also aims to ensure that knowledge and understanding of the process of advertising, advertising planning and measuring effectiveness are in place.

Assessment

This award is assessed by an examination.

Learning Outcomes

By the end of this award you should be able to:

- Explain the role and the structure of advertising in the marketing mix, the communications mix and society
- Explain the structure of the advertising industry and be able to identify the relationships between the advertiser, advertising agencies, suppliers (e.g. research, production) and media owners
- Set appropriate advertising objectives, strategies and budgets
- Understand how to plan strategies for creative and media execution
- Describe the controls on advertising, social acceptability, legal controls and voluntary constraints, and be able to apply them to given advertisements
- Select appropriate methods for measuring the effectiveness of advertising

Course content

Award 4: Public Relations (PR)

This award aims to provide you with an awareness of the role of PR in relation to the many different publics with which an organisation is concerned and provide an understanding of all means of communication by which those publics can be reached. This unit will also provide knowledge of the organisational and professional context in which people working full-time in PR operate.

Assessment

This award is assessed by an examination.

Learning Outcomes

By the end of this award you should be able to:

- **Define the nature of public relations within a range of organizational frameworks**
- **Explain and work within the legal and self regulatory constraints under which public relations operates**
- **Use the various techniques and skills required for effective public relations including their characteristics, advantages, disadvantages and costs**
- **Explain the media channels employed in public relations in different constraints**
- **Analyse situations and identify whether public relations is the most appropriate tool to use**
- **Analyse situations and suggest appropriate plans of PR action to specific publics within cost and time parameters**

Our training venue

Euston House, London

Workshops for the CAM Diploma in Managing Digital Media take place at Euston House, London. As a purpose built training venue, situated just two minutes from Euston mainline and underground stations, and five minutes from Euston Square and Kings Cross, it is easily accessible nationwide, and an ideal location for our London workshops.



Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis, however, you do need to be at least 18 years old and have achieved a suitable competence in a marketing / marketing communications role, or hold any recognised UK degree, level 5 qualification or relevant level 3 qualification (e.g. CIM Professional Certificate in Marketing) or above in order to apply.

Our programmes are taught in English and all delegates are expected to have sufficient knowledge of both written and spoken English

Exemptions

You do not need to complete the Advertising and PR units if you have completed the CAM Diploma in Marketing Communications. Other exemptions may apply – please contact us for further details.

Technical specifications

In order to fully participate in the programme, the minimum hardware and software requirements for your laptop/desktop are as follows:

Windows

- Microsoft® Windows® XP Professional or Home Edition with Service Pack 2, Windows Vista® or higher
- Internet Explorer v7 or later
- Netscape Navigator v7 or later
- Mozilla Firefox v3 or later
- Microsoft Office 2000 or higher (inc Word, Excel, PowerPoint)

Windows hardware requirements

- Intel® Pentium® II 450MHz or faster processor or equivalent (1GHz recommended when screen sharing)
- 128MB of RAM minimum

Macintosh

- Mac OS X v10.4 or later
- Safari 2.0
- Mozilla Firefox 1.5.03



Mac OS hardware requirements

- PowerPC G3 500MHz or faster or Intel Core™ Duo 1.83GHz or faster processor
- 128MB of RAM

Additional requirements

- Adobe® Flash® Player v8 or later
- Javascript enabled v6
- Broadband connection (Minimum bandwidth 56Kbps)
- Cookies enabled in your web browser
- Headset (or separate microphone/webcam and earphones) speakers are not recommended due to echo and feedback
- MP3 player (either Windows Media Player, QuickTime, Real player).

To run a diagnostic test, please go to:

https://admin.acrobat.com/common/help/en/support/meeting_test.htm

Alternatively, for further assistance, please call us on: +44 (0)1628 427240.

Bookings

Bookings should be made via the CIM Academy team at The Chartered Institute of Marketing. Please call us on +44 (0)1628 427240 or visit www.cimacademy.com and complete an online enquiry form. Please send an up-to-date CV with your booking.

Start dates

Streams commence in January, July and September each year. Please see the separate course schedules on our website for exact details or call the CIM Academy team.

All-inclusive price

The price for the CAM Diploma in Managing Digital Media is £2,250 plus VAT. This includes tuition for all units, 24/7 access to CIM City and study materials.

Please note: Unlike other study centres, it also includes £140 of CIM student membership, £300 CIM assessments.

And we take care of the administration for you, leaving you to concentrate on your studies.

Alternatively, you can sign up to complete individual units/awards of the qualification for which prices are as follows:

	Price
Implementing Digital Campaign	£750
Integrating Digital Media and Branding	£750
Advertising	£750
PR	£750

Please note: Save £300 if you sign up for two units/ awards at the time of booking. Please contact us for further details.

Pay as you learn

We appreciate the pressure on budgets and that a number of delegates are self funding their studies, and so we offer staged payment options which literally means CIM Academy students can 'pay as they learn'.

Please note: Conditions apply. Please contact us for more information.



Be Brilliant

To find out more about CIM Academy qualifications

Contact: CIM Academy, The Chartered Institute of Marketing, Moor Hall, Cookham, Maidenhead, Berkshire SL6 9QH, UK

Call: +44 (0)1628 427240

Email: cimacademy@cim.co.uk

Complete an enquiry form at www.cimacademy.com