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INNER GENIUS

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Accredited Study Centre

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Professional Admissions Team, [ProfAdmissions@howcollege.ac.uk](mailto:ProfAdmissions@howcollege.ac.uk)



## CIM Level 6 Diploma in Professional Digital Marketing

Develop your ability to perform, achieve results and strengthen your career in marketing management with this recognised level 6 qualification that will expand your strategic outlook.

### COURSE OVERVIEW

For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. This Level 6 qualification accredited by the Chartered Institute of Marketing develops your strategic digital marketing skills enabling you to advance your marketing career and perform professionally at a management level.

### MODULES

#### - Marketing and Digital Strategy

This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks and techniques throughout to achieve competitive advantage. You will be able to recognise the significance of situation analysis and use techniques that enable effective decision making and be able to apply all stages within the marketing planning process. Finally, you will learn how to manage resources and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives.

#### - Digital Customer Experience

Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing you to fulfil customer needs. It will provide the knowledge and skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey while complying with relevant legislation and regulation.

### LOCATION

WORCESTER  
WMKT-DP6-2123

### COURSE LENGTH

Qualification can be  
achieved within one year.

### TUITION FEES

£2070

### ADDITIONAL COSTS

Annual registration fee  
£65

Assessment Fees £570  
(£190 per award)

### AWARD ON SUCCESSFUL COMPLETION

Diploma in Professional  
Digital Marketing

### HOW TO APPLY

Please apply through  
our website at  
[www.howcollege.ac.uk](http://www.howcollege.ac.uk)



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### - Digital Optimisation

For many organisations, adopting digital marketing has involved transforming aspects of their practice and application. This module will provide you with an in-depth understanding of the strategic implications of developments in the digital environment, as well as their impact on marketing. This will enable you to integrate and optimise digital marketing as well as develop strategic responses to change. You will also be able to ensure responses are measured to evidence success.

### ENTRY REQUIREMENTS

One or more of the following is required to gain entry to this qualification:

- CIM Certificate L4 qualification.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits in Master's degrees)
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment on to Level 6.
- If English is not your first language, a suitable English qualification e.g. IELTS.
- The CIM will consider any other equivalent alternatives.

### DELIVERY INFORMATION

- The course is delivered over three modules known as awards or each award can be taken separately. Delivery is one session per week (approximately 10 weeks per award).
- Delivered on a Tuesday 18.00-21.00.
- In addition you are expected to undertake between 6-10 hours a week independent study/reading per week.
- Course entry points in September, January and April.
- The Marketing and Digital Strategy module runs September to December, Digital Customer Experience from January to March and Digital Optimisation from April to July.
- The course is supported by online materials via our Virtual Learning Environment and may be supplemented by online delivery.

### PROGRESSION

You will have affiliate studying membership of the CIM whilst undertaking the qualification. After you successfully complete this course with sufficient experience you will be eligible to apply for graded CIM membership and be invited to attend our Graduation ceremony.

### METHODS OF ASSESSMENT

- Marketing and Digital Strategy Assignment
- Digital Customer Experience Assignment
- Digital Optimisation Assignment



WORCESTERSHIRE  
Higher Education Institute

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### STAFF EXPERIENCE

Lecturers have occupational experience in marketing as well as degree level or higher academic qualifications. In addition each will have a recognised teaching qualification.

*All course information, location of courses and fee information within this leaflet is correct at the time of publication. Where there is a change to published information, students will be notified in a timely manner and provided with a detailed explanation. If a course is cancelled, the College will make efforts to ensure that applicants receive timely advice on other suitable courses and options available. Any decisions made by Heart of Worcestershire College are carefully considered and made in the best interests of our students, to enhance both their success and experience.*

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