



Award in Digital Marketing CIM Level 4

Introduction to this course

This course is designed for professional marketers working in an operational, supervisory or management role who want to develop their knowledge and skills across a range of areas. It allows you to develop your understanding at management level so you can take a strategic approach to marketing planning. By developing your knowledge of key marketing metrics and measurement techniques, you will be able to interpret relevant insight and make informed strategic decisions.

Entry Requirements

You need one or more of the following to join this course:

CIM Professional Certificate (Level 4) Marketing

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 with Master's degrees)

At least two years in professional practice in an operational marketing role and diagnostic assessment on level 6

If English is not your first language, you need to provide evidence of at least one recognised English Language qualification that you have achieved within the past two years.

Duration of this course

2018/19 classes are every **Monday** from **6pm to 9pm** starting on **22/04/2019**.

Career prospects

This Diploma in Professional Marketing has been developed following extensive global employer-led research, including small businesses, international organisations and numerous marketers across a range of marketing and business functions. By successfully achieving the Diploma, you will demonstrate that you have the knowledge, skills and understanding to be able to perform at management level and carry out an essential and successful professional marketing role within the workplace. Following this course, you can apply for Chartered Membership

professional marketing role within the workplace. Following this course, you can apply for Chartered membership of CIM. If you would like to continue your training at a higher level, you can progress to the CIM Post Graduate Diploma (Level 7) Professional Marketing.

How will I be assessed?

Each module is assessed via the Chartered Institute of Marketing using a variety of methods:

Strategic Marketing - Exam

Mastering Metrics - Set assignment

Course content/units

You complete two mandatory units:

Strategic Marketing

Mastering Metrics

You also complete one of the following modules to gain the full qualification:

Driving Innovation

Digital Strategy

You need to pass three units to gain the full Diploma, but each module achieved is an Award in its own right. Each of these modules is available as a stand alone course. Please contact Yeovil College on 01935 423921 to find out more.