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Scheme of Work

Programme/Qualification Title:	Module/Unit Title/Ref No:
Diploma in Professional Digital Marketing	**Digital Optimisation**

Tutor:	No of weeks/sessions *or* Start/end dates: Jan- August	Hours per week/per session:	**Total GLH:**
Mr Jeremiah Mapfumo	32	5hours per week	150

Module/Unit Aims:
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

Module/Unit Learning Outcomes:
-Understand the strategic implications of the changing digital environment on organisations -Interpret relevant insights from the wider digital environment -Develop responses to changing stakeholder needs and behaviours -Develop a conversion optimisation plan -Assess digital metrics and analytics -Apply key digital measures to analyse optimisation

Date/ Week/ Session No:	No. of GLH	Topic/Content	Learning Outcome(s)	Method(s) of delivery	Resources	Assessment, i.e. means of evaluating achievement of Learning Outcomes

Lecture 1 - 5	10	Unit 1 Digital Insights
		
		Evaluate strategic implications of findings from an audit of the digital micro and macro-environment
		
		-Digital analysis tools and frameworks
		-Digital culture framework (Readiness , Essentials , Performance)
		-Impact and influence of key drivers-
		  ✓ Within the digital environment
		  ✓ Inside the organisation
		  ✓ Market sector
		  ✓ Stakeholders
			1.1 Understand the strategic implications of the changing digital environment on organisations	Online and face to face lectureship	Notes , My CIM and journals	Class presentations , assignment/Tasks and tests

Lecture 6-10	8	1.2 Assess where changes to the elements of an organisation's digital ecosystem drive change -Emerging disruptive business models -Changes to elements of the digital marketing toolbox (Email, Websites , Online PR, Search Engine Optimisation , Blogs , Social networks , Online advertising , digital products ,/services , pricing models ,distribution) -Digital platforms				
Lecture 11-16	10	2.1 Analyse insights from the digital micro and macro audits findings such as Digital culture framework -Digital tools and frameworks that enable analysis of the findings such as digital culture framework -Effective digital marketing research techniques -Identification of reliable sources of data -Justification of findings through evidence	2. Interpret relevant insights from the wider digital environment	Lectureship through face to face , online	Notes , MyCIM Journals and textbooks	Class presentations , Assessment of the Tasks , Tests

Lecture 17-21	8	2.2 Assess the relevance , influence and impact of the wider digital environment0n organisations -Opportunities and threats within the wider digital environment -Changes required by organisations to adapt -Need (or not) for business process re-engineering -Skills , technology and data requirements -Impact on marketing activities -Impact on customer experience -Impact on ethical issues within digital marketing practices		Lectureship through face to face , online	Notes , MyCIM Journals and textbooks	Class presentations , Assessment of the Tasks , Tests
Lecture 22-26	8	2.3 Identify opportunities for digital marketing innovation in the organisation -The digital marketing evolution -Internet of things -Connected home , Smart cities -Crowdsourcing for additional resources				
Class-Presentations	4					
Test	2	Written Exercise				

Lecture 27-29	12	Unit 2 Digital Optimisation		Lectureship through face to face , online	Notes , MyCIM Journals and textbooks	Class presentations , Assessment of the Tasks , Tests
		3.1 Identify key stakeholders characteristics to address changing needs and behaviours -Development of digital personas -Online customer journey mapping techniques				
Lecture 30-34	8	3.2 Discuss key elements that influence conversion rates -CRO audit -Online and Offline integration -Visuals , copywriting ,content -Design and UX, online psychology				
Lecture 35-40	10	4.1 Define ways to improve conversion rates -Identify converting channels -Measuring A/B testing -Implementation and reporting -Return on marketing spend				
Lecture 40-45	10	4.2 Create and justify a conversion optimisation -Setting conversion goals -Identify converting goals -Implementation and reporting -Return on marketing spend -Integration with offline channels				

Class Presentations	4					
In-class test	2					
Total hours	50					

Lecture 48-60	14	Unit 3 : Digital Analytics, Monitoring and Measurement 5.1 Evaluate digital performance indicators -Differences between analytics and insights -Vanity metrics -Measuring return on investment -Creating digital goals and objectives 5.2Explain how the integration and optimisation of digital marketing can be measured and monitored -Integration and improvement of digital marketing activities- Testing Different customer feedback Gaining customer feedback -Market automation and establishing trigger points for actions -Multi-touch attribution modelling and customer touch points 5.3 Explain how data can be used to create an actionable improvement plan -Application data -Data versus Key Performance Indicators (KPIs) -Landing pages		Lectureship through face to face , online	Notes , MyCIM Journals and textbooks	Class presentations , Assessment of the Tasks , Tests

Lecture 60-70	20					Class presentations , Assessment of the Tasks , Tests
		6.1 Assess effective ways of measuring digital integration -Relevant digital measurements tools , services and methods -Value of measuring digital integration 6.2 Recommend the stages involved in applying key measures and maximising digital optimisation -Integration of the measurement in organisations -Stages involved in maximising digital optimisation -Technical implementation of measurement and monitoring systems -Use findings to make improvement plans in the future				
Lecture 70 75	10					
Class-Presentation s	4					

In- class Test	2					
Total Hours	50					

Total number of GLH:	Syllabus content fully covered:				All Learning Outcomes fully covered:				If syllabus/learning outcomes not fully covered, where/how will these be covered elsewhere?
150	**Yes**	☒	**No**	☐	**Yes**	☒	**No**	☐	