



# TRUST ACADEMY

*Training...for Excellence!!!*

## Scheme of Work

<b>Programme/Qualification Title:</b>	<b>Module/Unit Title/Ref No:</b>
Diploma in Professional Marketing	The Digital Customer Experience

<b>Tutor:</b>	<b>No of weeks/sessions or Start/end dates:</b>	<b>Hours per week/per session:</b>	<b>Total GLH:</b>
Collen Samata	22 weeks	6hours	150

### Module/Unit Aims:

- 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 customers' strategic 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

### Module/Unit Learning Outcomes:

- ✓ To know the digital tools available to marketers
- ✓ Importance of using multichannel
- ✓ How to create a seamless customer experience

Date/Week/	No. of GLH	Topic/Content	Learning Outcome(s)	Method(s) of delivery	Resources	Assessment, i.e. means of evaluating
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Session No:						achievement of Learning Outcomes
1 to 6	45	<p><b>Unit 1: Channel Selection and Customer Insights</b></p> <p>Assess the strategic options for channel selection (15%)</p> <p>Understand relevant insights into digital customers (15%)</p>	<ul style="list-style-type: none"> <li>✓ Define channel goals</li> <li>✓ Evaluate the key criteria for channel selection</li> <li>✓ Analyse customer data to generate insights for customer personas</li> <li>✓ Describe research techniques to understand the customer experience</li> </ul>	Lecturing	<p>Digital marketing , 7<sup>th</sup> edition, Chaffey and Chadwick</p> <p>Smart insights, essential digital marketing tools</p>	On-going basis using questions (assignment) and presentations
		<b>Task 1</b>				<b>Completion of task 1</b>
7 to 12	45	<p><b>Unit 2: Managing Channels</b></p> <p>Understand how digital channels are managed effectively in practice (15%)</p> <p>Define requirements for legal compliance in digital campaigns (15%)</p>	<ul style="list-style-type: none"> <li>✓ Demonstrate methods of generating customer awareness</li> <li>✓ Recommend suitable paid, owned and earned media channels to engage customers</li> <li>✓ Analyse the effectiveness of digital marketing channels within the market</li> </ul>	Lecturing	Recommended textbooks	On-going basis using questions (assignment) and presentations
		<b>Task 2</b>				<b>Completing task 2</b>

12 to 22	60	<p><b>Unit 3: Digital Customer Experience</b></p> <p>Understand the customer journey (20%)</p> <p>Develop plans to improve the user experience (20%)</p>	<ul style="list-style-type: none"> <li>✓ Explain relevant regulations and codes of practice that could impact channel selection and implementation</li> <li>✓ Recommend best practice for digital compliance</li> </ul>	Lecturing	Textbooks	On-going basis using questions (assignment) and presentations
		<b>Task 3</b>				<b>Completion and submitting the assignment</b>