



# Certificate in **Digital Marketing**

# Module 1 – Digital Retail Environments: New Paths to Purchase

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## Course purpose & Objectives

### This course aims to:

- Understand, measure and evaluate the online consumer journey.
- Explore how customer relationship management (CRM) is an effective technique in planning long-term customer retention and growth.
- Enhance students' ability to develop and propose consultative recommendations for new approaches covering social media marketing platforms, multichannel and omnichannel marketing strategies.
- Present concepts and theories of evolving consumer behaviour and new paths to purchase in the digital retail environment.
- Illustrates the dimensions of social psychology and its relationship to brands and branding and also the way in which emotional attachment with a brand influences the decision-making process.

### Indicative topics:

- Concepts and theories of consumer behaviour and limitations
- The dimensions of social psychology and its relationship to brands and branding
- Understanding the online consumer journey
- The evolution of social media marketing
- Consumer relationship management
- Application of digital tools to develop and present buyer personas and create customer journey maps
- Skills portfolio – Consultancy techniques, presentation skills, research skills

## Learning Outcomes

### Upon completion of this course, students will be able to:

- Determine the target audience and critically examine how behaviour, attitudes and preferences impact the evolution of ecommerce and online ecosystems
- Critically analyse and evaluate the decision-making process and patterns of behaviour in order to extrapolate information from these models to accurately map the customer journey
- Demonstrate a systematic understanding of digital technology within retail environment and critically assess the marketing opportunities of various paths to purchase
- Develop a comprehensive understanding of channel selection and distinguish between social media, omnichannel to multichannel marketing
- Critically assess data-driven digital consumer and customer insights and critically analyse and interpret these insights in relation to online marketing
- Develop a comprehensive understanding on the effectiveness of adopting customer relationship management (CRM) systems.

## Module 2 – Digital Tools

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### Course purpose & Objectives

#### This course aims to:

- Introduce a wide range of digital tools available to marketing planners and campaign managers.
- Use digital tools to communicate, monitor progress, optimise content and deepen customer engagement throughout the customer journey
- Help students develop the ability to assess the potential of digital tools for acquiring, converting and retaining customers and develop channel-specific testing and search engine optimisation strategies that maximise return on marketing investment
- Assess the way in which digital channels provide marketers with unique opportunities to improve the effectiveness of campaigns through continuous testing, analysis and optimisation throughout the module with a blend of theoretical models and hands-on practice.

#### Indicative topics:

- Google analytics simulations
- Understanding and managing data
  - Data collection, analysis, visualisation and reporting.
  - Conduct a/b testing.
  - Examining how digital tools can inform strategies for sales and lead generation.
- Financial acumen for marketing
  - Understanding and calculating allowable marketing costs.
  - Forecasting and preparing marketing budgets.
  - Proposing marketing budgets financial considerations for marketing initiatives.
- Skills portfolio – Financial forecasting and budgeting, data analysis, data visualisation and reporting skills

#### Learning Outcomes

##### Upon completion of this course, students will be able to:

- Demonstrate critical awareness and understanding of digital tools
- Identify, critically evaluate different tools and technologies used for digital content design, search engine optimisation, google analytics and social media platforms.
- Develop a comprehensive understanding of different social media statistics and critically analyse the data to create meaningful and business-specific reports.
- Demonstrate systematic knowledge and understanding about online marketing optimisation from lead generation to sales optimisation.
- Demonstrate critical understanding of split testing by developing a business-specific testing strategy that defines metrics, testing and optimisation.
- Demonstrate financial acumen and skills in effectively carrying out a digital marketing campaign