



Qualification Specification

Level 3: Foundation Diploma in Digital Marketing

QUALIFICATION OBJECTIVES:

The LCDM Level 3 Foundation Diploma in Digital Marketing aims to equip learners with a comprehensive understanding of Digital Marketing principles. Participants will develop skills in areas such as Social Media Marketing, Search Engine Optimization (SEO), And Email Marketing, enabling them to create effective Digital Marketing Strategies and campaigns for businesses. Additionally, the program focuses on fostering a practical understanding of analytics and data-driven decision-making in the Digital Marketing landscape.

QUALIFICATION STRUCTURE:

Qualification Title: Level 3 Foundation Diploma in Digital Marketing.

Duration: 1 Year

Total Credit Value:120

Total Qualification Time (TQT): 1200 Hours

Guided Learning Hours (GLH): 600 Hours

Overall Grading Type: Pass / Fail

Assessment Methods: Coursework

Language of Assessment: English

Units of the Qualification: 6 Mandatory units, per unit 20 Credits.

EQUIVALENCES:

LCDM qualifications at Level 3 represent practical knowledge, skills, capabilities and competencies that are assessed in academic terms as being equivalent to GCE AS/A Levels.

ENTRY REQUIREMENTS:

LCDM Level 3 qualifications can be offered to learners from age 16. LCDM does not specify entry requirements for these qualifications.

LCDM ensures that learners admitted to the programme have sufficient capability at the right level to undertake the learning and assessment.



English requirements: If a learner is not from a majority English-speaking country, He/she must provide evidence of English language competency. For more information visit English Language Expectations page.

PROGRESSIONS:

Successful completion of the LCDM Level 3 Foundation Diploma in Digital Marketing provides learners with the opportunity for workplace and academic progressions to a wide range of relevant undergraduate programmes including LCDM Level 4 diplomas.

ASSESSMENT AND VERIFICATION:

All units within this qualification are internally assessed by the centre and externally verified by LCDM.

The qualifications are criterion-referenced, based on the achievement of all the specified learning outcomes. To achieve a 'pass' for a unit, learners must provide evidence to demonstrate that they have fulfilled all the learning outcomes and meet the standards specified by all assessment criteria. Judgment that the learners have successfully fulfilled the assessment criteria is made by the Assessor.

The Assessor should provide an audit trail showing how the judgment of the learners' overall achievement has been arrived at. Specific assessment guidance and relevant marking criteria for each unit are made available in the Assignment Brief document. These are made available to centres immediately after the registration of one or more learners

QUALIFICATION UNITS:

1. Introduction to Digital Marketing
2. Fundamentals of Marketing
3. Mastering the Digital Landscape
4. Digital Marketing Planning & Implementation
5. Digital Marketing Consulting in practices
6. Career Strategy and Planning

QUALIFICATION UNITS' SPECIFICATION:

Module 1: Introduction to Digital Marketing

1.1 Overview of Digital Marketing

- Definition and evolution
- Fundamentals of Online Marketing
- Types of Digital Marketing
- Importance in today's business landscape
- Describe the job responsibilities of an entry-level digital marketer

1.2 Digital Marketing Tools and Channels

- Search engine marketing (SEM)
- Social media marketing (SMM)
- Content marketing
- Email marketing
- Influencer marketing
- Affiliate marketing
- Roles and Skills of Digital Marketing

1.3 Digital Marketing Strategy

- Setting goals and objectives
- Identifying the target audience
- Competitive analysis

Module 2: Fundamentals of Marketing

2.1 Know about marketing principles

- Explain the role of marketing in business.
- Explain the constraints placed on marketing activities.
- Explain why conducting marketing research is beneficial to a business.
- State ways in which the impact of marketing can be measured

2.2 Know about marketing campaigns.

- Explain the elements of the marketing mix.
- Explain the purpose of marketing campaigns.
- Explain how businesses use digital marketing to support a marketing campaign.

2.3 Be able to conduct market research.

- Explain different methods of primary market research.
- State the factors which influence the choice of primary market research method.
- Conduct primary and secondary research to identify business opportunities.
- Assess market research findings to inform a marketing plan.

2.4 Be able to plan a marketing campaign.

- Plan a marketing campaign for a product/service/event.
- Present the marketing campaign to a relevant audience.
- Reflect on feedback to make informed improvements to a marketing campaign.

2.5 The Customer Lifecycle

- Explain the different stages of the customer lifecycle
- Explain the importance to a business of new leads, existing customers and repeat customers

Module 3: Mastering the Digital Landscape

3.0 IT Fundamentals (Optional)

- Overview of IT Components (Hardware, Software, Networks)
- Cloud Computing and Its Relevance to Digital Marketing
- Understanding Application Programming Interfaces (APIs)
- Importance of Integration in Digital Marketing Tool

3.1 Website as a digital marketing tool

- How website works
- Importance of a Website
- Key elements of a successful website
- Website Development Basics
- Domain registration and hosting
- Content management systems (CMS)
- Responsive design
- User Experience (UX) and User Interface (UI)
- Principles of good UX/UI
- Website navigation and usability
- Website Security

3.2 Search Engine Optimization (SEO)

- Basics of SEO
- Understanding search engines
- Role of SEO in Digital Marketing Strategy
- Keyword research and analysis
- On-Page Optimization
- Off-Page Optimization
- Mobile Optimization Title tags, meta descriptions
- URL structure and formatting
- Image optimization
- Off-Page Optimization
- Link building strategies
- Social media signals
- Local Search Ranking Factors
- Understanding Search Engine Algorithms
- Adapting to Algorithm Changes
- Emerging SEO Trends

3.3 Social Media Platforms

- Overview of major platforms (Facebook, Instagram, LinkedIn, etc.)
- Creating and Optimizing Social Media Profiles
- Choosing the right platforms for your business
- Content Creation and Curation
- Creating engaging content
- Content calendar and scheduling
- Social Media Advertising
- Paid advertising options
- Budgeting and Campaign Management
- Building a Social Media Community
- Responding to Comments and Messages
- Handling Negative Feedback
- Identifying and Partnering with Influencers
- Social Commerce Trends
- Legal and Ethical Considerations in Social Media Marketing

3.4 Content Marketing

- Importance of Content Marketing
- Building brand authority
- Identifying Target Audience and Buyer Personas
- Identify the digital content that you would include in your digital marketing campaign (Images, Audio, Videos, Infographics, Animations, Live Streaming)
- Attracting and retaining customers
- Content Creation and tools for Content Automation
- Blogging, articles, videos, infographics
- Content optimization for SEO
- Content Distribution
- Email newsletters
- Social media sharing
- Guest posting
- Compliance with Privacy Laws

3.5 Email Marketing

- Role of Email Marketing in Digital Marketing
- Building an Email List and Segmentation Strategies
- Permission-based marketing
- Creating lead magnets
- Email Campaigns
- Designing effective email campaigns
- A/B testing for Design and Content
- Automation and Personalization
- Using tools for automation
- Personalizing email content
- Email Deliverability:
 - Factors Affecting Email Deliverability
 - Avoiding Spam Filters
 - Authentication Protocols (SPF, DKIM, DMARC)

3.4 Analytics and Data-driven Decision Making

- Setting up Google Analytics
- SEO Performance Metrics
- Monitoring and Reporting
- Web Analytics Tools
- Data Interpretation and Analysis
- Key Performance Indicators (KPIs) in Digital Marketing
- Setting up Google Analytics
- SEO Performance Metrics
- Monitoring and Reporting

3.5 Artificial Intelligence (AI) in Digital Marketing

- Understanding Artificial Intelligence
- Evolution of AI in Marketing
- Significance of AI in Modern Digital Marketing Strategies
- Applying AI Concepts to Develop a Comprehensive Digital Marketing Strategy

Module 4: Digital Marketing Planning & Implementation

4.1 Overview of Digital Marketing as a Business

- The role of digital marketing in the business landscape
- Opportunities and challenges in the digital marketing industry
- Business Models in Digital Marketing
- Agency model vs. consultancy model
- Hybrid models and emerging trends
- Setting Up a Digital Marketing Business
- Legal considerations and business registration
- Compliance with Advertising Standards and Guidelines
- Choosing a niche and defining target clients

4.2 Strategic Planning for Digital Marketing Businesses

- Business Planning and Goal Setting
- Defining business goals and objectives
- Creating a business plan
- Market Research and Analysis
- Understanding the competitive landscape
- Identifying target markets and audience segments
- Branding and Positioning
- Building a strong brand identity
- Positioning your business in the market
- Evaluating and Selecting Digital Marketing Tools

4.3 Client Acquisition and Relationship Management

- Marketing and Sales Strategies
- Developing a marketing plan
- Sales techniques for digital marketing services
- Client Onboarding and Expectation Setting
- Effective communication during the onboarding process
- Setting clear expectations with clients
- Client Relationship Management
- Building and maintaining long-term client relationships
- Handling client feedback and conflicts

4.4 Digital Marketing Services and Offerings

- Core Digital Marketing Services
- Overview of services such as SEO, SEM, SMM, content marketing, etc.
- Customizing services based on client needs
- Emerging Trends and Technologies
- Integrating new technologies into service offerings
- Staying ahead of industry trends
- Packaging and Pricing Strategies
- Developing service packages
- Pricing models and value-based pricing

Module 5: Digital Marketing Consulting in Practices

5.1 Overview of Digital Marketing Consulting

- Definition and role in the industry
- Importance for businesses
- Digital Marketing Landscape
- Current trends and emerging technologies
- Industry benchmarks and best practices

5.2 Building a Digital Marketing Consulting Business

- Business Planning and Strategy
- Defining your consulting niche
- Setting business goals and objectives
- Legal and Ethical Considerations
- Contractual agreements and client relationships
- Compliance with data protection and privacy laws
- Pricing Models
- Fee structures (hourly, project-based, retainer)
- Value-based pricing strategies

5.3 Client Reporting and Performance Measurement

- Key Performance Indicators (KPIs) for Consultants
- Selecting and tracking relevant metrics
- Demonstrating the impact of consulting services
- Reporting Tools and Dashboards
- Using analytics tools for client reporting
- Creating visually appealing and informative dashboards
- Client Workshops and Training Sessions
- Educating clients on digital marketing concepts
- Enhancing client understanding and collaboration

5.4 Industry Trends and Future Outlook

- Staying Updated with Industry Changes
- Continuous learning and professional development
- Monitoring technological advancements
- Adapting Consulting Practices to Emerging Technologies
- AI, voice search, and other evolving trends
- Preparing clients for the future of digital marketing

5.5 Digital Etiquette

- Explain the use of effective communication (tone of voice, optimisation of content and understanding audiences) using digital channels.
- Understand the differences in the use of hash tags
- Summarise and explain the importance of brand and the damage that can be done by inconsistent application.



Module 6: Career Strategy and Planning

6.1 Overview of Digital Marketing as a Career

- Career paths and specializations
- Importance of Career Planning
- Long-term career sustainability in the field

6.2 Digital Marketing Skills SWOT Analysis

- Identifying strengths, weaknesses, opportunities, and threats
- Tailoring career paths to personal attributes
- Key Skills for Digital Marketers
- Technical skills (SEO, SEM, social media management, analytics)
- Soft skills (communication, creativity, adaptability)

6.3 Career Pathways in Digital Marketing

- Different Digital Marketing Roles
- SEO specialist, content marketer, social media manager, etc.
- Resume Building and Interview Skills
- Entrepreneurship in digital marketing
- Building an online presence and portfolio
- Utilizing online platforms (LinkedIn, Twitter)
- Building a Personal Website
- Agency vs. in-house roles
- Case Studies of Successful Digital Marketing Careers

Books Reference:

Introduction to Digital Marketing:

"Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick.

Latest Edition: 2021

Publisher: Pearson Education Limited

Fundamentals of Marketing:

"Principles of Marketing" by Philip Kotler and Gary Armstrong.

Latest Edition: 2022 (17th Edition)

Publisher: Pearson

Mastering the Digital Landscape:

"The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Stephan Spencer, and Jessie Stricchiola.

Latest Edition: 2020 (4th Edition)

Publisher: O'Reilly Media

"Invisible Selling Machine" by Ryan Deiss.

Latest Edition: 2015

Publisher: Wiley

Digital Marketing Planning & Implementation:

"Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less" by Joe Pulizzi.

Latest Edition: 2013

Publisher: McGraw-Hill Education

"Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success" by Sean Ellis and Morgan Brown.

Latest Edition: 2017

Publisher: Crown Publishing Group

Digital Marketing Consulting in Practices:

"The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.

Latest Edition: 2011

Publisher: Crown Business

"They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer" by Marcus Sheridan.

Latest Edition: 2017

Publisher: Wiley

Career Strategy and Planning:

"The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change" by Stephen R. Covey.

Latest Edition: 2020 (30th Anniversary Edition)

Publisher: Simon & Schuster