



Approved Partner



# Postgraduate Diploma in Digital Marketing



Awarded by BPP University

Postgraduate Diploma • 16 Months • Study Online

Under the guidance of Global Industry Advisory Council including



[digitalmarketershq.com](https://digitalmarketershq.com)



# GETTING STARTED



Program Overview

About BPP University

About DMI

Course overview

What you will learn

Who it is for

What will I learn?

Entry requirements

Application process

Enrollment dates

Assessments

Certification

Free Membership

Continuous Professional Development (CPD)

# Program Overview

The BPP University Postgraduate Diploma in Digital Marketing, powered by the Digital Marketing Institute, utilizes DMI's unparalleled knowledge in Digital Marketing to bring you this advanced course designed to accelerate career growth and drive commercial success.

## Created and Validated by Industry Leaders

We believe that staying at the forefront of the industry requires continuous collaboration and input from those who drive innovation and change. At the Digital Marketing Institute, we are proud to say that our course content is co-developed by our Global Industry Advisory Council, the leading change makers in the digital marketing industry. Our industry experts bring a wealth of experience and knowledge to the table, ensuring that all our courses are designed to meet the needs of today's digital marketing professionals and reflect the latest developments and trends in the industry. By co-creating our course content with industry leaders, we offer the most up-to-date, relevant, and effective education and training programs available.

*"We at BPP University Business School are delighted to be able to offer programs which leverage the exceptional content and industry experience of the Digital Marketing Institute. Our students will benefit from a rich learning experience and the global recognition of excellence in their field."*

**Sarah McIlroy,**  
**Dean, BPP University Business School**

*"We at DMI are thrilled to join forces with BPP University, bringing our industry-leading digital marketing content to BPP's exceptional course offerings to deliver an unparalleled learning experience for their students."*

**Ken Fitzpatrick,**  
**CEO, Digital Marketing Institute**

# About BPP University

BPP University, part of the global BPP Education Group, made history in 2007 when it was the first publicly owned company in the UK to obtain degree awarding powers.

By blending academically rigorous study content with practical delivery methods using the latest learning technologies, graduates are ready to apply their new skills in the workplace straight away. Employability statistics validate this approach, and BPP University ranks **fourth**\* for the number of UK postgraduate students in highly skilled employment.

\* Graduates Outcomes survey 2019/20

- Comprises four schools across **business, law, nursing and technology**
- **21,000 students** across eight locations across England and online around the world
- **98%** of BPP University graduates\* in employment were in highly skilled occupations 15 months after graduating



Digital  
Marketing  
Institute  
Part of the  
BPP Education  
Group



**BPP**  
UNIVERSITY

# About DMI.

DMI is the world's largest Digital Marketing Certification provider with over **300k** members in more than **180** countries worldwide.

Our mission is to empower individuals and organizations to harness the power of digital marketing to achieve their goals. We are committed to providing the highest quality education, training, and certification programs to help our students stay at the cutting edge of the rapidly evolving digital landscape.

## **Practical industry knowledge**

A key part of our approach is our commitment to having industry experts as instructors to provide high-quality digital marketing education and training. By learning from industry professionals who work in the industry, our students benefit from highly relevant, practical, and up-to-date course content.

This ensures students not only understand the fundamentals of digital marketing but get unique insights and best practice examples that are instantly applicable in any industry and boost skills and knowledge to drive growth and change.



# Course Overview

Designed for professionals seeking to drive business growth and commercial success, the Postgraduate Diploma is delivered and awarded by BPP University using DMI's industry-leading expertise and content. With this diploma, you will gain the strategic knowledge, insights, and skills needed to take your business or career to the next level.

The advanced program provides a deep understanding of Digital Marketing and the latest thinking in Digital Strategy, CX, Search Marketing, Social Media, and Data Analytics. In addition, you will build and refine your skills in data-driven decision-making, business strategy, and leadership, which are essential for success in the ever-evolving digital landscape.

Whether you are looking to advance your career or grow your business, the Postgraduate Diploma in Digital Marketing will equip you with the tools you need to succeed.

- **5 Modules**
- **16 months**
- **Online learning**
- **Free membership and access to our on-demand content hub**
- **Qualification: Postgraduate Diploma in Digital Marketing**
- **Awarded By: BPP University. You will also receive a globally recognized Expert level professional certification by DMI.**

Upon completion of the program, you will have a deep understanding of the latest digital marketing practices and strategies. You will also possess the skills and knowledge required to transition into a senior management role in a range of industries and take on the challenges of the constantly evolving digital media landscape.

This program turns professionals like you into digital marketing leaders who can drive success through innovative and effective marketing strategies.





## Who is it for?

- Marketing Executives, Marketing Managers and Digital Marketing Managers who want to take their career to the next level.
- Directors and senior leaders who want to shape the digital marketing strategy and create an integrated approach to digital across the organization.
- Career switchers who want to get into Digital Marketing.
- IT Managers, Product Managers, Sales Managers etc who are looking to broaden their skills and work more collaboratively to accelerate digital transformation in their organization.
- CEOs and entrepreneurs who want to grow their business online.
- Students who want advanced skills in Digital Marketing to fast track their career.

## Module 1

# Professional and Digital Skills for Marketing Practitioners

This module will help you to understand the forces that drive and transform businesses and know how digital marketing enables businesses to grow and thrive in today's dynamic but volatile environment.

This module provides a strong base in the fundamental concepts and applications of digital marketing and enables you to blend traditional marketing knowledge with the digital and professional skills needed to succeed.

You will explore the digital consumer journey, digital touchpoints, channels, communication methods, content, and data used to support this journey. You will also develop the technical and conceptual skills required to design and improve customer experiences and make data-driven decisions that enhance digital marketing strategies. You will be equipped with the professional skills to succeed in this program and high-performing digital marketing teams.

**By the end of this module, you will be able to:**

- Systematically analyze digital marketing models and apply these models in practice
- Critically evaluate the challenges and opportunities of organizations using digital channels to meet marketing objectives
- Critically evaluate the relationship between customer experience and organizational performance
- Assess digital marketing activities within an organization
- Critically evaluate the different techniques and behaviors for supporting personal and professional effectiveness

You will learn how to manage digital projects effectively, recognize the benefits of an agile mindset, and explore techniques for enhancing creativity and finding innovative solutions to problems. Additionally, you will explore data and learn techniques for analyzing and presenting data visually, learn the principles of graphic design and use brand guidelines and design skills.

#### Stage 1:

- Managing Marketing Activities
- Communications Fundamentals
- Digital Marketing and Customer Experience
- Designing and Optimizing Customer Experience
- User Experience Research
- Social Research and Consumer Behavior
- Content Marketing

#### Stage 2

- Introduction to Data Privacy, Protection, and the GDPR
- Website Optimization
- Digital Channels
- Project Planning and Strategic Thinking
- Creativity and Problem-Solving Skills
- Graphic Design Essentials for Marketers
- Personal Skills for Marketing Practitioners
- Introduction to Data, Visualization, Reporting, and Presentation for marketers

## Module 2

# Search Marketing and Demand Generation

Innovations in social media, IT and AI have changed how consumers buy and interact with brands. Marketers today need to develop the skills to understand search engine algorithms, master search engine marketing, evaluate digital channels, and grasp online customer journeys to find and engage with consumers and generate demand in local and global markets.

In this module, you will explore the principles of Search Engine Marketing (SEM), Search Engine Optimization (SEO), email marketing, and e-commerce and understand the strengths and weaknesses of online and offline marketing channels.

You will also learn how to optimize channel usage to maximize your marketing efforts and boost the ROI for your organization.

### Topics:

- Introduction to Search Marketing
- SEO Setup and Content
- Optimizing SEO
- Paid Search Fundamentals
- Managing Paid Search Campaigns
- Demand Generation
- Email Marketing
- E-Commerce

### By the end of this module, you will be able to:

- Critically evaluate techniques used to optimize paid and organic search campaigns
- Critically assess the impact of digital channels on generating audience interest and capturing search intent
- Critically evaluate the role of SEO in improving website search performance and online user experience
- Systematically evaluate targeting and bidding tactics to reach audiences in paid search and demand generation campaigns

## Module 3

# Social Media Marketing

In this module, you will develop advanced, hands-on skills to evaluate social media campaign performance, implement complex multi-channel social campaigns, and demonstrate a deep understanding of how to build an actionable social media content strategy.

You will learn how to plan, execute, manage, and report on social media campaigns and understand key social media marketing channels, platforms, apps, and services. You will also gain practical knowledge and skills about the critical procedures and best practices associated with running, optimizing, and reporting on social media campaigns.

### Topics:

- Social Content Marketing
- Facebook, Instagram, and Pinterest
- X (Twitter)
- LinkedIn
- YouTube and Social Video
- Social Media Apps
- Customer Service using Social Media

### By the end of this module, you will be able to:

- Assess the use of brand promotion in developing digital strategies using social media platforms, social content, and social apps
- Critically assess the risks and opportunities associated with social media platforms and apps toward achieving marketing objectives
- Critique tactics for using social commerce and social customer service to enhance customer experience and manage customer service

## Module 4

# Digital Marketing Analytics and Planning

Digital channels provide businesses with vast quantities of data and analytics that can be turned into useful insights. But, you need to understand how to use that data to make informed decisions.

This module will give you a comprehensive view of analytics and how data and analysis can be leveraged to develop a robust digital marketing plan.

This will help you to create effective marketing activities across key digital channels, such as social media, search engines, paid media, email, and websites.

In addition, you will be able to evaluate the use of data-driven decisions to support, plan, implement, and refine digital marketing strategies and enhance the overall customer experience (CX).

### Topics:

- Developing a Digital Marketing Strategy
- Data-Driven Decision Making
- Google Analytics and Search Marketing
- Search Planning
- Search Execution
- E-Commerce Planning
- Email Marketing Metrics and Planning
- Social Commerce and Affiliate Marketing
- Social Media KPIs and Planning
- Driving Business Performance with Digital Marketing Strategy

### By the end of this module, you will be able to:

- Critically reflect on the role of data and analytics in measuring and enhancing marketing initiatives
- Critically evaluate the process of planning, formulating, and executing a digital marketing strategy
- Critically analyze metrics used for measuring and optimizing the success of campaigns and strategies
- Design, develop and implement a digital marketing plan

## Module 5

# Digital Business Strategy and Management

The creation and implementation of a strategy is driven by a complex process involving politics, values, culture and management styles.

This module encourages you to engage with strategic theories to understand the context of strategy in business. You will examine the various tools and techniques available to managers to assess the internal and external environments. You will also look at competitive advantage and apply strategic tools to make recommendations for improvements to drive growth in your organization.

### Topics:

- Strategic Leadership – Managing the Strategy-Making Process
- External Analysis – Opportunities and Threats
- Internal Analysis – Distinctive Competencies, Profitability and Competitive Advantage
- Corporate Strategy – Diversification, Integration and Outsourcing
- Strategic Purpose – Ethics and Corporate and Social Responsibility (CSR)
- Managing a Digital Team
- Building a Digital Team
- Digital Leadership

### By the end of this module, you will be able to:

- Critically analyze the internal and external business environment as sources of competitive advantage to facilitate a global strategy
- Critically appraise and apply suitable frameworks and ideas to formulate and control a digital strategy
- Critically evaluate both strategic direction and strategic options in complex business environments
- Critically reflect on the key skills and behaviors required to become an effective digital leader

# Entry Requirements

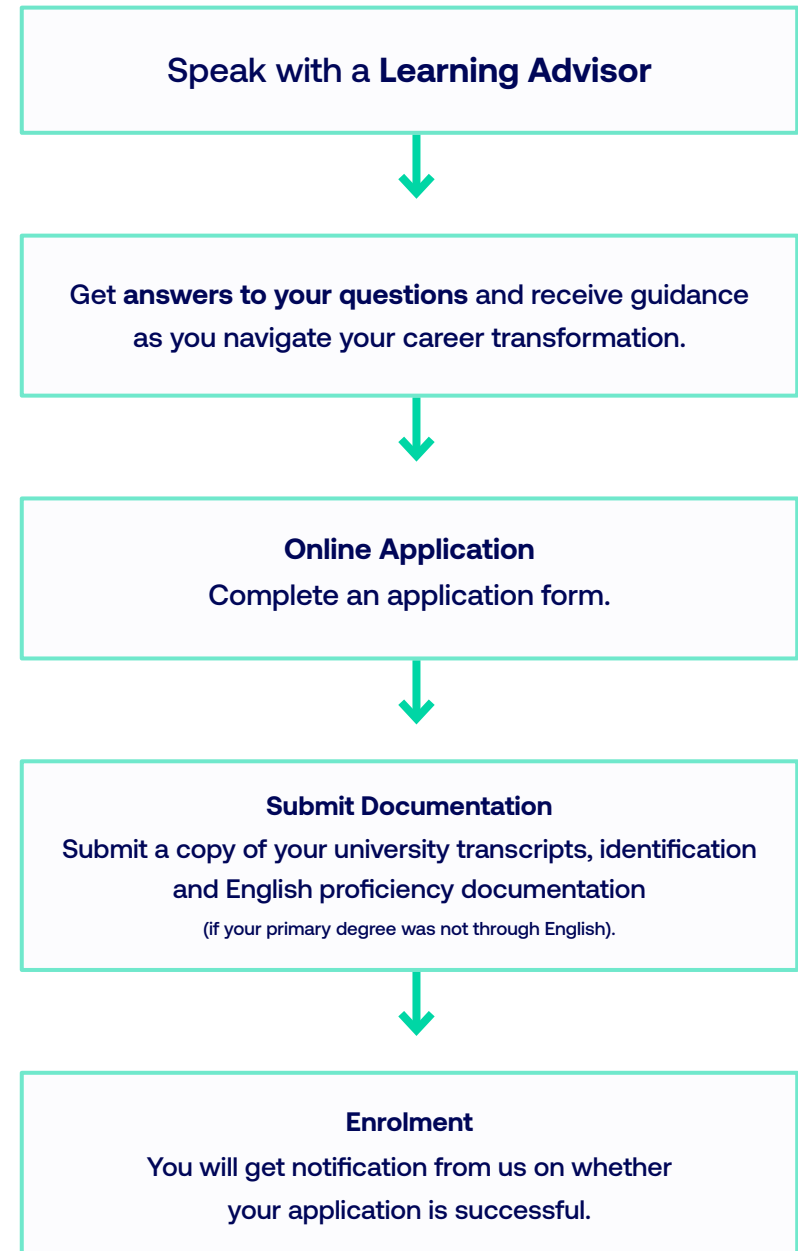
A Bachelor's degree (minimum 2nd class honors) or relevant work experience (minimum of 3 years)

If English is not your first language, you may be required to show proficiency in English. An IELTS (Academic)/BPP English Language Test level of 6.5 overall with a minimum of 6.0 in no more than 2 components, or equivalent is the minimum requirement.

## 2024 Enrolment Dates

1st May, 1st July, 1st September and 1st November

## Application Process:



# Assessments

We believe that learning is a continuous process that requires regular feedback and reflection. This is why we offer comprehensive practice activities and a range of assessments in the Postgraduate Diploma in Digital Marketing.

## Practice Activities

After completing each section, you will be required to complete self-paced quizzes and practical exercises to assess your understanding of the material. These exercises will help you identify areas where you need to improve and allow you to reflect on your learning. Additionally, you will engage with your peers through online discussion forum prompts, allowing you to exchange ideas and deepen your understanding of the topic.

## Assessments:

To further reinforce your learning, you will also undertake a range of assessments designed to apply your knowledge to real-life projects. Depending on the module, these may include case studies, a presentation, a digital marketing strategy, or a channel plan. You will also get an opportunity to submit a draft or an outline of each assessment for feedback and discussion.

These assessments will be evaluated by assessors from BPP University and you will receive feedback to help you develop and improve your skills.

## Certification

You will be awarded a Postgraduate Diploma in Digital Marketing by BPP University. You will also receive a globally recognized Expert level professional certification by DMI.

## Membership

Throughout this course you will receive free membership to Digital Marketing Institute which gives you access to the on-demand content library. The library has thousands of articles, micro-lessons, templates, toolkits, case studies and ebooks to supplement your course.

## Continuing Professional Development

When you complete the Postgraduate course, you will get access to our exclusive Continuous Professional Development (CPD) area. This allows you to continue learning and keep your certification up-to-date by taking part in activities (such as webinars, courses, events and coaching) that will earn you CPD credits, boost your knowledge, and keep your skills sharp.

# READY TO GET STARTED?

Talk to one of our experienced learning advisors today!

**Talk to an advisor today.**

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