

Specialist unit award

Media and branding

This unit award aims to provide you with a good understanding of the fragmented nature of media management. It will equip you with the skills and knowledge that are necessary in evaluating and integrating brand propositions both online and offline.



Digital training partner

DIGITAL UNIT AWARD

This syllabus applies for assessments
from December 2013 onwards.

UNITS INCLUDED:

INTEGRATING DIGITAL MEDIA AND BRANDING (10 CREDITS)

SYLLABUS UNIT 3 (10 CREDITS)

INTEGRATING DIGITAL MEDIA AND BRANDING

This unit aims to provide candidates with a good understanding of the fragmented nature of media management. It will equip them with the skills and knowledge that are necessary in evaluating and integrating brand propositions both online and offline. The four sections comprise of: offline media, such as print, radio and television, online digital media including mobile communications, integrated communications and integrated branding communications, and key performance indicators (KPIs) in integrated marketing communications (IMC).

Overarching learning outcomes

On completion of the unit, candidates will be able to:

- Evaluate the importance of integrating diverse media in communications.
- Analyse the challenges of integrating communications via digital and offline media.
- Discuss the role of social media and networks in communication.
- Employ an integrated approach to creating, sustaining and promoting a brand.
- Appraise the evolving nature of communications through mobile devices and converging technologies.
- Evaluate the role of key performance indicators (KPIs) in integrated marketing communications (IMC).

KNOWLEDGE AND SKILL REQUIREMENTS

Element 1: Understanding offline media (weighting 25%)

- 1.1 Explain the role of offline media in terms of the current marketing communications environment:
 - Offline media.
 - Objectives of offline communication.
 - The changing role and fragmentation of offline media.
- 1.2 Review offline communications tools and the way they support brands:
 - Conventional print, radio and television branding.
 - Billboards, coupons, vouchers.
 - The communication mix in terms of the conventional 7Ps and offline media.
- 1.3 Evaluate television and radio as communication media and their changing roles in supporting brands as digital media evolve:
 - Growth of TV and radio advertising within the media mix.
 - Measuring effectiveness.
 - Growth of interactive advertising.
 - On demand players.
 - Blurring of online/offline media.
- 1.4 Discuss the evolution of the functions of brands in the digital arena:
 - Identification.

SYLLABUS UNIT 3

INTEGRATING DIGITAL MEDIA AND BRANDING

- Differentiation.
 - As a consumption experience.
 - Lifestyle symbol.
- 1.5 Explain brand equity and its importance to the organisation:
- Definition of brand equity.
 - How brand equity is achieved.
 - How brand equity is enhanced.
 - How brand equity is measured.
- 1.6 Identify and illustrate a range of different branding approaches that are adopted by organisations as an effective means of competition:
- New brand.
 - Rebranding.
 - Brand development.
 - Brand extension.
- 1.7 Review types of brand and their relevance to digital marketing:
- Local and niche brands.
 - World and superbrands.
 - Sustainable brands.
- Element 2: Evaluate digital media (weighting 25%)**
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- 2.1 Evaluate the role and extent of digital media in communications:
- Defining digital media – paid for, owned and earned.
 - The differing roles of digital media.
 - Digital media evolution.
- Mobile marketing.
 - Permission marketing.
- 2.2 Analyse the digital communication landscape in order to assess its effectiveness:
- The internet and Google ads.
 - Blogs and micro-blogs.
 - Social networking.
 - E-mail communication.
 - Mobile communication.
 - Virtual worlds such as Second Life.
 - Referral tools such as Digg.
 - Syndication such as RSS.
 - Online retailers.
 - Search engine optimisation (Bing, Google Chrome, Internet Explorer, Firefox).
- 2.3 Appraise the interaction between digital and offline communication in meeting communication/advertising objectives:
- Digital billboards and interactive advertising.
 - Digital newspapers and digital advertising.
 - TV campaigns with mobile links.
 - On demand TV and mobiles.
 - Gaming, advergaming and comics.
 - Films and print/TV.

Element 3: Integrated marketing and branding communications (weighting 25%)

- 3.1 Discuss the role of integrated marketing communications (IMC) in the digital age:
 - Review traditional integrated marketing communication methodologies.
 - Integration within a global environment.
 - Integration of offline/digital media communications.
- 3.2 Discriminate between short burst campaigns and IMC longer term planning:
 - Local and regional TV advertising.
 - Blogs and IMC.
 - Mobile ads and IMC.
 - Integrating short burst campaigns.
- 3.3 Appraise the role of current print-based media on IMC:
 - Newspapers and digital news.
 - Integrating print and podcasting.
- 3.4 Review the role of branding communications in the digital and offline arena:
 - Communicating the brand vision/promise.
 - Brands and the digital landscape.
 - Online brand PR.
 - Customer relationships and brands.
 - Social media and brands.
 - TV/online links for brands.

Element 4: Employ key performance indicators in integrated marketing communications (weighting 25%)

- 4.1 Select key performance indicators (KPIs) for analysing integrated marketing communications (IMC) effectiveness:
 - Conversion rates, page views.
 - Unique visitors.
 - Bounce rate.
 - Abandon rates.
 - Cost per conversion.
 - Click rates.
- 4.2 Integrate the KPIs to improve brand communications:
 - Offline advertising effectiveness.
 - Offline/online brand campaign effectiveness.
 - Micro-blogging and SMS texting.
 - Virtual worlds and traffic measurement.
- 4.3 Evaluate brand effectiveness within the digital media landscape:
 - Growing brand awareness.
 - Enhancing brand image and reputation.
 - Developing brand loyalty levels.



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