



معهد التدريب الوظيفي ش.م.م
Occupational Training Institute L.L.C
Delivering First class Training Since 1992



DIGITAL MARKETING QUALIFICATIONS

FROM THE CHARTERED INSTITUTE OF
MARKETING'S CAM FOUNDATION

TAKE CONTROL OF YOUR CAREER

Whatever stage you've reached in your career, CAM Foundation qualifications play a vital role in developing the skills and knowledge you need to excel and move forward. From the first principals of digital marketing to advanced integrated marketing and communications strategy, these internationally recognised qualifications are essential to building a long and successful career.

CAM FOUNDATION

The CAM Foundation is dedicated to the development of professionals working in digital marketing and communications. Accredited by the Chartered Institute of Marketing (CIM), the world's largest professional marketing body, the CAM Foundation's qualifications establish best practice and promote cutting-edge digital marketing techniques.

For more information about the CAM Foundation,
please visit www.camfoundation.com

WHY CHOOSE CAM?

- Professional specialist marketing qualifications awarded by CIM – the world's leading professional marketing body.
- Over 40 CIM Accredited Study Centres worldwide.
- Flexible study options – choose from face to face, distance/online or blended learning (a combination of face to face and online).
- Full diploma and unit award options available.
- Exemptions for previous relevant marketing qualifications.

002-MC- CAM Qualification



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Facilities in Muscat, Safah & Mukhaizna



DIGITAL MARKETING PATHWAYS

Carefully designed around the CAM Foundation syllabus, our courses deliver valuable accredited qualifications while developing invaluable real-world skills.

DIPLOMA IN DIGITAL MARKETING

Ideal for anyone who would like to build on existing marketing knowledge and develop a more thorough understanding of digital marketing elements including planning and social media.

DIPLOMA IN DIGITAL MARKETING (MOBILE)

This course provides an overview of marketing within the digital environment including the relationship and behaviour of the online customer as well as a focus on the mobile environment and opportunities for marketing.

DIPLOMA IN DIGITAL MARKETING (METRICS & ANALYTICS)

Building on existing marketing knowledge and experience this course provides an overview of marketing within the digital environment with a particular focus on the mediums where web analytics and social media can be utilised including the stakeholder relationships involved.

DIPLOMA IN DIGITAL MARKETING (MEDIA & BRANDING)

This qualification will develop on your existing marketing knowledge so you understand the best methods to integrate and evolve both on and offline channels whilst managing stakeholders expectations.

DIPLOMA IN MARKETING COMMUNICATIONS

Ideal for anyone who wants to gain an understanding of how to use an integrated marketing communications approach to build stronger relationships with stakeholders through PR, direct sales and sales promotions.





DIGITAL MARKETING DIPLOMAS

FROM THE CHARTERED INSTITUTE OF
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Our range of digital marketing qualifications introduce the key principles of digital marketing with the option to specialise in areas including mobile, branding and metrics & analytics.

HOW DOES IT WORK?

There are three modules to study in total, two of which are core modules and so are compulsory and the third which you select from a choice of:

- **Digital Marketing Planning**
- **Mobile Marketing**
- **Web Analytics & Social Media**
- **Digital Media & Branding**

WHO IS IT FOR?

This qualification has been developed to provide you with the essential knowledge and skills you need to plan, implement and monitor effective digital marketing campaigns and contribute to operational marketing plans.

They are all ideal for anyone who would like to develop their existing marketing experience to incorporate a more digital marketing perspective along with a specific specialism.

HOW LONG WILL THEY TAKE?

There are three hand-in dates a year and you can begin your studies at any time.

The three modules, studied as the complete learning package, which combines a two day workshop for each of the modules with supported learning will typically take around 9 months to complete.

You can choose to study at a faster or slower pace to suit your requirements and we commit ourselves to support all our students for up to a maximum of two years.

HOW CAN I STUDY THIS DIPLOMA?

This qualification can be studied via LITE (Distance Learning) or Blended Learning. The blended learning option includes 2 two-day workshops for the core modules and either a two day workshop or an online webinar depending on the chosen elective module.

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MODULE OVERVIEW

CORE MODULES

Both of these must be studied

Module title	Description	Assessment
Digital Marketing Essentials	This module consists of four key areas, Digital Tools, Planning, Implementing and Monitoring.	Work-based assignment
Marketing and Consumer Behaviour	You will gain an understanding of the links between communications and digital marketing and the fundamental theories of consumer behaviour, and their application to marketing communications.	Work-based assignment

ELECTIVE MODULES

You choose only one of the modules below to study

Module title	Description	Assessment
Digital Marketing Planning - Diploma in Digital Marketing	You will consider a range of environmental factors both internal and external (e.g. Legal) that will shape and influence the digital marketing planning process.	Work-based assignment
Principles of Mobile Marketing - Diploma in Digital Marketing (Mobile)	You will discover the current and future mobile marketing environment including the relationships involved and the legalities, the marketing opportunities available and how to develop, implement and evaluate mobile campaigns.	Work-based assignment
Web Analytics and Social Media Monitoring - Diploma in Digital Marketing (Metrics & Analytics)	You will gain an understanding of utilising online research including legalities, the various online mediums where and how web analytics and social media can be used including the stakeholders involved.	Work-based assignment
Integrating Digital Media and Branding - Diploma in Digital Marketing (Media & Branding)	You will consider the best methods to integrate and evolve both on and offline channels whilst minimising conflict and dissonance amongst stakeholders.	Case-study assignment





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DIPLOMA IN MARKETING COMMUNICATIONS

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An overview of the marketing communications mix and its application for building customer relationships and brand development including characteristics, strategies and constraints.

This qualification is ideal if you want to deepen your knowledge and be able to practically implement marketing communications to meet your business objectives.

WHO IS IT FOR?

Designed for those who want to specialise in all aspects of marketing communications.

You can choose to study at a faster or slower pace to suit your requirements and we commit ourselves to support all our students for up to a maximum of two years.

HOW LONG WILL IT TAKE?

There are three assignment hand-in dates a year and two for the exams, you can begin your studies at any time.

The five modules, studied as the complete learning package, which combines a two-day workshop for each of the modules (ten days in total) with supported learning will typically take around 15 months to complete.

ARE THERE POSSIBLE EXEMPTIONS?

If you have already completed marketing qualifications you may be entitled to an exemption for the Marketing and Consumer Behaviour. All exemptions are confirmed by the Chartered Institute of Marketing (CIM).

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Marketing and Consumer Behaviour	You will explore the fundamental theories of consumer behaviour and their application particularly in terms of communication and brand development.	Work-based assignment
Public Relations	You will consider the role public relations within the wider business environment and utilise the most effective tools, techniques and channels to suit the message.	Case-study & short answer exam
Direct Marketing & Sales Promotion	You will explore disciplines and techniques of direct marketing and sales promotion at operational level such as developing and managing databases and campaigns.	Exam
Advertising	This module will enable you to develop and manage the advertising process as part of the communications mix including the strategies, execution, legal constraints.	Case-study & short answer exam
Integrated Media	There are many different media opportunities available as part of the marketing and communications mix and this module will provide you with an understanding of media characteristics, selection, planning and measures.	Work-based assignment

