



MODULE ONE BRAND AND PRODUCT STRATEGY

- The role of a 'product expert'
- Digital marketing strategies
- Introduction to communication strategy

MODULE TWO COMMUNICATION STRATEGY

- Communication strategy
- Maintaining brand and purpose
- Embedding wider trends and hot topics in communication
- Analyse, interpret and evaluate information in complex, non-routine communications

MODULE THREE COPYWRITING AND ETIQUETTE

- Know the purpose and importance of communication;
- Meaning of copywriting and the considerations to be made for copy (inc. Brand awareness);
- Produce a brief and copy for local business campaign

MODULE FOUR COMMUNICATION AND THE DIGITAL EXPERIENCE

- Different online communication tools and platforms
- Demographics and purpose of different tools and platforms
- Be able to communicate clearly and maximising message purpose

MODULE FIVE SITUATION ANALYSIS: CONTENT CREATION

- How to take an active role in communities
- Participate and lead engagement in forum discussions
- Creating community assets and offering product support to enable engagement

MODULE SIX SITUATION ANALYSIS: CONTENT MANAGEMENT SYSTEMS

- Discuss the benefits of content management systems
- Review how CMS can work with a communication strategy
- Explore types of forums including settings and features

MODULE SEVEN TARGETED COMMUNICATIONS: RAPPORT AND RETENTION

- How to build rapport with users within the community;
- Methods of retention and attracting disengaged users;
- Using the communication strategy and business objectives to drive debate

MODULE EIGHT TARGETED COMMUNICATIONS: CONVERSATION DATA

- Working safely online
- Understanding that interactions with the online community are on the behalf of the organisation and not personal
- Online security procedures
- Analysing data and posts to interpret message and meaning

MODULE NINE TARGETED COMMUNICATIONS: PROTECTING BRAND AND REPUTATION

- How to actively moderate forums and guide direction of conversation
- Understand the meaning of brand reputation and its impact
- SWOT analysis and competitor research

MODULE TEN TARGETED COMMUNICATIONS: MODERATION AND CONFLICT

- Conflict management theories and practices;
- Moderating forums and intervening to change behaviour;
- How to issue warnings, suspensions and bans as appropriate

MODULE ELEVEN CUSTOMER EXPERIENCE IMPROVEMENT: INFLUENCER ANALYSIS

- How data can be used to contribute to brand and product development
- Types of data that can be reported on
- How to report data to different organisation departments, roles and stakeholders

MODULE TWELVE INNOVATIVE PRACTICE: EXPERIENTIAL MARKETING MIX

- Marketing mix and the relation to digital marketing and communities
- Evolution of the experiential marketing mix and application to communities
- Reflection on own performance and
- Peer review of portfolio and role competence



GATEWAY READINESS AND END POINT ASSESSMENT

1. Scenario test with a question and answer session
2. Professionally guided discussion underpinned by portfolio

