

CIM Mastering Digital Channels

Digital channels present opportunities and challenge for organisations to effectively compete and engage with their customers. This module drives strategic comprehension for management and growth of digital channels, as well as critical factors concerning compliance.

- Session 5:** Online Communities
- Session 6:** Improving Channels Conversion Rates
- Session 7:** Planning Conversion Optimisation Projects
- Session 8:** Future Channels Developments

Learning outcomes:

- Session 1:** Digital Channels Selection
- Session 2:** Channel Compliance
- Session 3:** Digital Channels in Practice (1)
- Session 4:** Digital Channels in Practice (2)

All units can be studied anytime using our comprehensive, fully supported online Distance Learning mode of study.

Besides these approximate eight weeks of study the students have the following timetable that they should take in to consideration.

Blended Learning Training Days

Courses	Dates		Centre
Mastering Digital Channels Induction	20 February 2019	6pm to 8pm	IntegralEdu
Mastering Digital Channels Intensive Weekend (UK Trainer)	23-24 February 2019	9.30am to 5pm	Radisson BLU
Mastering Digital Channels Workshop	13 April 2019	9:30 am to 5 pm	IntegralEdu

CIM Key Dates

	Booking Window (Log in to your MYCIM account and register for the July 2019 Board)	Final Submission
July 2019 Assessment Board	4 March - 14 June 2019	17 June 2019

Gateway Programs

	Dates		Centre
Digital Gateway	15 February 2019	9.30am to 5pm	Radisson BLU
Marketing Gateway	14-15 June 2019	9.30am to 5pm	Radisson BLU

Deadline registration blended learning: 10 February 2019.