

**CIM
Academy**

MARKETING

**ONLINE
LONDON
BERKSHIRE**

Certificate in Professional Marketing

The practical skills and knowledge to devise
and execute tactical marketing activities



The direct study centre of **CIM**

OUR PROFESSIONAL QUALIFICATIONS:

CIM Marketing qualifications

Level 3 Foundation Certificate in Marketing

Level 4 Certificate in Professional Marketing

Level 6 Diploma in Professional Marketing

Level 7 Chartered Postgraduate Diploma in Marketing

Sales

Intensive Diploma in Strategic Sales Practice – our sales qualification for sales leaders

Visit **www.cimacademy.co.uk** for more details.

CERTIFICATE IN PROFESSIONAL MARKETING

CONTENTS

Overview	2
Flexible study options	3
Assessment and support	4
Course content	5
Entry and technical requirements	7
How to book and prices	8
Training venues	9

The only study centre owned and managed by CIM (The Chartered Institute of Marketing); the world's largest and most respected organisation for professional marketers. CIM Academy offers internationally recognised marketing, digital marketing and sales qualifications via flexible study options to suit your busy working lifestyle.

OVERVIEW

The Certificate in Professional Marketing provides the practical skills and knowledge to devise and implement tactical marketing activities and campaigns. You will gain relevant and contemporary marketing knowledge that will help you build your credibility in your professional marketing role.

This programme has been designed by CIM Academy and is based on the Professional Marketing Standards developed, and recently updated by CIM for the marketing profession.

Who is it for?

Junior marketers; senior people, particularly in SMEs, where marketing is only part of what they do; or those in marketing support roles, who undertake marketing activities as part of their job.

The typical profiles of people who might take this qualification often include:

- Marketing assistants.
- Marketing coordinators.
- Marketing executives.
- Marketing managers in SMEs without formal marketing qualifications.
- Non-marketers with aspirations for marketing.
- Existing marketers wanting to specialise more.

What you will learn:

Marketing (Mandatory)

- The role and function and function of marketing in some depth, as well as what influences the behaviour of your customers. You will be able to apply and adapt a marketing mix to satisfy customer needs.

Integrated Communications (Mandatory)

- The many different ways of communicating with customers, both inside and outside the organisation.

And then you will have the choice of two electives:

Customer Experience

- Understand all aspects of your customers' experience so that you can ensure you deliver expectations in a consistent way. Monitor and measure their satisfaction so that you can make appropriate improvements as necessary.

Or:

Digital Marketing

- How to apply practical knowledge, including the effective use of a digital marketing toolkit

Successful completion of **three** modules will lead to the CIM Certificate in Professional Marketing.

If you wish, you can study for one module at a time, and build up to a qualification later. Please contact us to discuss the options open to you.

For groups and teams

We regularly deliver our qualifications to groups and teams of individuals within organisations, or build a bespoke programme to suit your industry or business needs. For more details please contact team@cim.co.uk or call **+44(0)1628 427250**.

Study with us and access:

- The highest quality resources and expertise – as part of CIM, our resources are second to none.
- Outstanding academic and business related tuition – from our Expert Delivery Team who are leaders in their field.
- Highly supportive network – from a dedicated support team, the Expert Delivery Team and fellow delegates.
- 24/7 access to CIM Academy Online – the online learning community supporting you throughout your studies. As well as being able to collaborate with other delegates and our Expert Delivery Team, it hosts an extensive range of online tools, templates, podcasts and links to relevant reading that you can use in your workplace as well as in your assignments.
- Excellent pass rates and awards for outstanding achievement.
- An unrivalled reputation – over 90% of our delegates would recommend us.
- Workshop location – at Moor Hall, the home of CIM. Or, if you have a group or team to train, we can deliver the qualifications at your choice of location – options for tailoring are also available.
- CPD hours – proving your commitment to improving and developing your skills.

VIRTUAL LEARNING (ONLINE)*

- Interact in live virtual classroom tutorials; group and tutor led sessions without leaving your home or office.
- Ideal if you are looking for a high level of support, yet do not have the time or budget to travel to weekly classes.

Key benefits:

- Live sessions via webcam from any location.
- Opportunity to go back and review tutorials to consolidate learning.

BLENDED ONLINE (FACE-TO-FACE AND ONLINE)

- A mix of online learning through interactive tutorials and face-to-face one-day workshops.

Key benefits:

- Choose when to study, and at your own pace.
- Face-to-face workshops reinforce learning, allowing for practical application.

RESIDENTIAL (FACE-TO-FACE AND ONLINE)

- Study online and in intensive residential sessions of 2 to 4 days duration over a number of months.

Key benefits:

- Allows for an in-depth exploration of ideas, practical activities, and guided learning, ensuring that you can draw on the experiences of other delegates and our expert Course Director team.
- In some cases you can take your examination during the residential session at Moor Hall.
- All materials, e-books and online access will be provided on an iPad that is yours to keep at the end of your studies.

*Requires access to a computer with broadband.

ASSESSMENT AND SUPPORT

Personal study

Delegates will need to spend a minimum of ten hours per week studying and reading books. The majority of this can be completed online.

How it's assessed

One two-hour multiple choice question examination and a combination of work-based assignments and/or e-portfolios, depending on the modules you choose.

Connect... interact... learn...

CIM Academy Online is the online learning platform that supports all of our delegates through their studies with CIM Academy. It hosts an online course area that allows you to access a wide range of informative online tutorials, templates, academic and practical resources - many of which are downloadable.

The learning is divided into a structured study schedule that will help you balance the demands of work with studying for a professional qualification. Combined with allocated reading activities, the online content comes together to ensure you achieve the overall learning outcomes from the syllabus and equips you with practical tips and guidance that you can use back at work.

CIM Academy Online promotes interaction and engagement via online discussion forums and private dialogue areas, so you can easily connect with your peers and the Expert Delivery Team, who are at hand to provide you with the academic support and guidance you need to successfully gain your qualification.

CIM Academy Online also has a dedicated learning support team, on hand* to offer you support and assistance for both technical and course related queries, as well as provide encouragement and motivation throughout the duration of your course. We want to maintain a positive learning experience throughout your time with CIM Academy.

interact real time

Should you chose to study virtually with the CIM Academy, in addition to your access to the wealth of resources available through CIM Academy Online, you will engage in live virtual classroom sessions delivered by our skilled Expert Delivery Team. The equipment required is detailed on page 10. The virtual classroom sessions are 60 minutes each and are recorded so you can revisit what you have learned at any time.

*UK office hours

MARKETING (Mandatory)

Assessment

This module is assessed by a two-hour multiple choice question examination.

Learning outcomes

The Marketing concept

- Understand the role and function of marketing.
- Understand what influences customer behaviour.

Analysis and insight

- Identify factors and trends in the marketing environment and how they affect marketing planning.
- Identify options for gathering relevant marketing information.

Marketing mix

- Know the elements of the marketing mix.
- Apply and adapt the marketing mix to satisfy customer needs.

INTEGRATED COMMUNICATIONS (Mandatory)

Assessment

This module is assessed by a work-based assignment.

Learning outcomes

Internal marketing

- Know how to build cross functional relationships.
- Understand how to harness resources to deliver effective marketing solutions.

Value proposition

- Create effective communications to deliver value to customers.
- Understand product and brand management.

Marketing communications

- Understand the components of the marketing communications mix.
- Develop integrated marketing communications.

COURSE CONTENT

To complete your qualification you can choose one of the two electives below. Successful completion of three modules will lead to the CIM Certificate in Professional Marketing.

CUSTOMER EXPERIENCE (Elective)

Assessment

This module is assessed by a work-based assignment.

Learning outcomes

Customer context

- Understand the range of different contexts across which marketers operate.
- Understand the importance of customer expectations.

Customer experience

- Understand the different dimensions of the customer experience.
- Deliver activities that enhance the customer experience.

Measuring and monitoring

- Know how to monitor and measure the customer experience in context.
- Use metrics to improve future customer experience.

DIGITAL MARKETING (Elective)

Assessment

This module is assessed by an e-portfolio.

Learning outcomes

The digital landscape

- Understand the opportunities and challenges presented through the disruptive digital environment.
- Assess the impact and influence of the dynamic digital environment.

Digital toolkit

- Know how key digital tools can support and enhance marketing.
- Understand the relevance of digital platforms and channels in context.

Digital in action

- Develop digital activities to support and enhance multichannel marketing.
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness.

ENTRY AND TECHNICAL REQUIREMENTS

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. This qualification is the equivalent of the first year of a foundation level degree and we recommend that you have at least one year's experience working in a marketing or customer service role.

Alternatively, we accept:

- CIM Level 3 (Introductory) Certificate in Marketing.
- Any relevant Level 3 qualification.
- Bachelor's or Master's degree from a recognised university.
- Diagnostic assessment to Level 4.

Our programmes are taught in English, and if English is not your first language, you will also need to provide evidence of at least IELTS Academic Module (6.5)/ Cambridge Certificate of Advanced English (Grade B).

Transition arrangements

If you are part way through studying this qualification elsewhere you can transfer to study with CIM Academy. Please contact the CIM Academy team on **+44 (0)1628 427240** for more details.

The recommended minimum specification of your PC or Mac is:

Windows:

- 1.4GHz Intel® Pentium® 4 or faster processor (or equivalent) for Microsoft® Windows® XP or Windows 7; 2GHz Pentium 4 or faster processor (or equivalent) for Windows Vista®.
- Windows 7, Vista or XP operating system.
- 512MB of RAM (1GB recommended) or Windows XP or Windows 7; 2GB recommended for Windows Vista.
- Microsoft Office 2003 or higher.
- Minimum 1MB Broadband Internet connection, DSL or better (required for high quality video).
- Microsoft Internet Explorer 7 or higher, Mozilla Firefox, Apple Safari 4 or 5, Google Chrome.

Mac:

- 500MHz PowerPC® G3 or faster or 1.8GHz Intel Core™ Duo or faster processor.
- Mac OS X v10.5, 10.6 (Intel) or Mac OS X Lion +.
- Apple Safari 5 or higher, Google Chrome, Mozilla Firefox.

You will also require:

- Pop-ups and JavaScript enabled in your chosen browser.
- Adobe Flash player 10.1 or higher.
- Java version 6.
- Audio sound card and speakers or headphones for listening.

HOW TO BOOK AND PRICES

Booking

Bookings should be made via the CIM Academy team at CIM - please call us on **+44 (0)1628 427240** or visit **www.cimacademy.co.uk** to complete an online application form and send an up-to-date CV with your booking.

Virtual learning (online)

£1485 + VAT

What's included

- Tuition costs
- 24/7 access to CIM Academy Online
- Study materials

Blended (face-to-face and online)

£2160 + VAT

What's included

- Tuition costs
- 24/7 access to CIM Academy Online
- Selected core reading books
- Study materials

Residential (face-to-face and online)

£3960 + VAT

What's included

- Tuition costs
- 24/7 access to CIM Academy Online
- Selected e-books and study materials pre-loaded on an iPad
- Accommodation

Please note: No matter what your preferred study option, you will be required to pay £440 of CIM registration and assessment fees. We take care of the administration for you, leaving you to concentrate on your studies. Additional exam fees may apply to students in non-UK locations.

TRAINING VENUES

Moor Hall, Berkshire

Workshops take place at Moor Hall, our purpose-built training and conference complex in Cookham, Berkshire. Aside from being the home of CIM, the venue provides a high quality learning environment with access to world-class marketing resources and is conveniently located within easy reach of international airports, major roads, motorway networks and main route railway stations.

Accommodation for the Residential option is provided in our recently refurbished ensuite bedrooms and is included in the price.

Central London

Workshops take place at Euston House, London, a purpose built training venue, situated just two minutes from Euston mainline and underground stations, and five minutes from Euston Square and Kings Cross. It is both easily accessible nationwide and an ideal location for our London workshops.

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