

**CIM  
Academy**

**MARKETING**

**ONLINE  
BERKSHIRE**

# **CIM Foundation Certificate in Marketing**

The practical skills and knowledge required to understand marketing's role in the organisation and to develop a marketing mix for various scenarios

The direct study centre of **CIM**

# OUR PROFESSIONAL QUALIFICATIONS:

## **CIM Marketing qualifications**

### **Foundation Certificate**

Certificate in Professional Marketing

Diploma in Professional Marketing

Chartered Postgraduate Diploma in Marketing

## **Sales**

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

Visit [www.cimacademy.co.uk](http://www.cimacademy.co.uk) for more details.

# FOUNDATION CERTIFICATE IN MARKETING

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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 Foundation Certificate in Marketing gives you the basic skills and knowledge required to understand marketing's role in the organisation and to perform professionally.**

This programme has been designed by CIM Academy and it is based upon the Professional Marketing Standards developed by The Chartered Institute of Marketing for the marketing profession.

## **Who is it for?**

This recognised CIM qualification is ideal if you are working in a marketing support role, or are looking to move into marketing.

## **What you will learn:**

### **Marketing Principles (Mandatory)**

- The function of marketing and its role in an organisation, as well as how the marketing mix is used to satisfy customer needs.

And then you will have the choice of two electives:

### **Customer Communications (Elective)**

- The different customers that organisations have, and ways of communicating with those customers, through building a marketing communications plan.

Or:

### **Digital Essentials (Elective)**

- An understanding of what is meant by digital marketing and the key communication tools used. It outlines the key factors that influence the digital consumer including social networks and virtual communities. It identifies the importance of developing campaign content aimed at specific market and how campaigns can be measured.

Successful completion of **two** modules will lead to the CIM Foundation Certificate in Marketing.

If you wish, you can study for one module at a time, and build up to a qualification later.

### **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.

\*Requires access to a computer with broadband.

# ASSESSMENT AND SUPPORT

## **Personal study**

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

## **How it's assessed**

There is one multiple-choice examination, and one written project made up of several short work-based tasks.

## **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 90 minutes each and are recorded so you can revisit what you have learned at any time.

\*UK office hours

### MARKETING PRINCIPLES

#### **Assessment**

This module is assessed by a multiple choice examination.

#### **Learning outcomes**

##### **Discovering marketing**

- Describe the role and function of marketing within organisations.
- Explain the factors that influence consumer behaviour.

##### **The marketing environment**

- Identify the key components of the marketing environment.
- Know how to collect relevant information about the marketing environment.

##### **The marketing mix**

- Describe the concept and elements of the marketing mix.
- Know how the marketing mix is applied in different contextual settings.

### CUSTOMER COMMUNICATIONS

#### **Assessment**

This module is assessed by a work-based project.

#### **Learning outcomes**

##### **Who are customers?**

- Have an understanding of different types of customer.
- Understand the nature and importance of customer relationships.

##### **Communicating with customers**

- Know the purpose and process of marketing communications.
- Understand the range of different marketing communications tools available.

##### **Creating a marketing**

##### **communications campaign**

- Be able to create and outline marketing communications campaign.
- Be able to implement the marketing communications campaign.

# COURSE CONTENT

## DIGITAL ESSENTIALS

### **Assessment**

This module is assessed by an assignment based on a given scenario and an organisation of choice.

### **Learning outcomes**

The module comprises six learning outcomes and each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

- Understand what is meant by digital marketing
- Understand the key factors that influence the digital consumer
- Understand the key digital marketing communications tools
- Understand how to develop digital marketing content
- Be able to develop digital marketing campaigns
- Understand methods of measuring digital marketing campaigns

# ENTRY AND TECHNICAL REQUIREMENTS

It is not necessary to have any previous experience or knowledge of marketing and you can choose to study in a way that suits your requirements and availability.

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](http://www.cimacademy.co.uk)** to complete an online application form and send an up-to-date CV with your booking.

## What's included

### Virtual option (online):

£750 + VAT

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

### Blended option:

£1250 + VAT

## What's included

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

Please note: No matter what your preferred study option, you will be required to pay £250 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.

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