

## Marketing, Digital Marketing and Sales qualifications

# CIM ACADEMY

The only study centre owned by  
The Chartered Institute of Marketing

It's time to shine

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## Gain inspiration and a qualification faster

Working in Marketing and Sales is both challenging and competitive. You may be bright but how can you outshine the competition?

Gaining a qualification from the world renowned Chartered Institute of Marketing (CIM) through CIM Academy can provide you with the knowledge, skills and insight to:

- Transform your thinking
- Stay at the cutting edge of business practice
- Understand processes to market and sell more effectively
- Drive your business forward
- Attain greater professional credibility
- Achieve competitive advantage
- Build your business network
- Accelerate your personal career development

### A rich learning experience

As the only study centre wholly owned by The Chartered Institute of Marketing, CIM Academy is based at Moor Hall, the home of CIM. Study with us and you'll have access to the highest quality resources and learn in a way that best suits your professional lifestyle.

“My company chose for me to study a CIM qualification because of the international recognition and professional standards for which they are associated.”

Petrian Radulescu,  
Operational Key Account Manager,  
Coca-Cola HBC Romania SRL

### Flexible and intensive study options

Get where you want to be more quickly. Choose from a range of flexible study programmes for our qualifications, suitable for even the busiest of professionals:

- **Virtual Learning programmes** – interact in live tutorials, group and one2one tutor led sessions without leaving your home or office
- **Blended online programmes** – a mix of online tutorials and face2face workshop days in London or at Moor Hall
- **Intensive residential courses** – sessions of two to three days duration over a number of months

And our programmes commence at a range of start dates throughout the year!

### Learn from the best

Whichever study route you choose, studying with us provides access to the highest quality resources and expertise. The teaching faculty at CIM Academy are recognised leaders in their fields, teaching leading edge theory backed by real life practical business experience. Many of our Course Directors are authors of best selling marketing and business books.

You can also be assured that you will benefit from the very highest levels of support from the CIM Academy team.

### Excellent pass rates and real value

CIM Academy delivers results: we consistently achieve high pass rates, with 90% delegates passing first time. Gaining a qualification through CIM Academy will enhance your capabilities and provide you with the knowledge that will continue to deliver value throughout your career.

### All inclusive price

Unlike other study centres, CIM Academy's all-inclusive pricing structure means that there are no hidden extras to pay for. Our prices include CIM student membership and assessment fees in addition to tuition and study materials. And we take care of all the paperwork for you leaving you to concentrate on your studies.

We also appreciate the pressures on budgets and that a number of delegates are self funding their studies, and so we offer staged payment options which literally means CIM Academy students can 'pay as they learn'. Conditions apply. Please contact us for full details.



### Supporting you all the way

CIMCity is the online learning community supporting you throughout your studies with CIM Academy. It provides access to online tutorials (for blended and virtual programmes) and also allows you to collaborate with other delegates and course directors. Our learning support team and course directors are available to provide you with assistance on both technical and marketing related queries as well as to provide encouragement and motivation to help you study.

CIMCity also holds 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. These are all combined within a structured programme of learning to help you balance the challenge of a demanding work environment with studying for a professional qualification.

### Continuing professional development (CPD) – at the heart of what we do

Whatever stage you are at in your career, continuing professional development (CPD) is essential to your progress and credibility as a business professional.

At The Chartered Institute of Marketing, ongoing development is at the heart of everything we do. This means all our qualifications, training and resources are geared towards making sure you have the right skills and knowledge to succeed.

One way of demonstrating your ongoing commitment to development is by joining our Chartered CPD Programme, which provides an effective way of recording your learning and which can ultimately lead to Chartered Marketer status. Qualifications are an excellent way to keep your knowledge up to date and you can start recording your CPD hours as soon as you undertake a qualification programme with CIM Academy.

Find out more about the Chartered CPD Programme at [www.cim.co.uk/charteredcpd](http://www.cim.co.uk/charteredcpd)



Call: +44 (0)1628 427240

Email: [cimacademy@cim.co.uk](mailto:cimacademy@cim.co.uk)

Visit: [www.cimacademy.com](http://www.cimacademy.com)

# Marketing qualifications

## Which marketing qualification is right for you?

### Looking to advance your career?

The **Professional Certificate in Marketing** is for those working in a marketing support role looking to progress. It provides the practical skills in tactical marketing activities such as customer communications, writing marketing plans and setting budgets.

### Getting into marketing management?

The **Professional Diploma in Marketing** is for operational marketers with an eye on management. It helps with the 'how to' aspects of marketing planning. You will learn the skills needed to manage the function itself, in addition to understanding the impact of marketing decisions on other functions within the business.

### Aspiring to be a senior marketer?

The **Chartered Postgraduate Diploma in Marketing** is a challenging qualification that develops specialist, professional knowledge across a range of areas, including business and team planning, environmental impact and marketing strategy. It's ideal if you are looking to manage and influence marketing strategy at the highest levels of the organisation.

### Setting the standard for marketing

CIM's internationally recognised marketing qualifications are the most respected, relevant and practical in the industry today. Quite simply they set the industry standard. Each qualification has been developed in conjunction with employers and leading academics to ensure that the skills developed are relevant to employers, giving individuals the skills and knowledge to deliver on business objectives.

All our marketing qualifications are based on CIM's Professional Marketing Standards – a practical framework of marketing abilities which provides a guide to the skills expected of marketing professionals at varying levels of seniority. Our qualifications are also directly mapped to the UK government framework for national marketing standards.

As the only study centre wholly owned by The Chartered Institute of Marketing, CIM Academy is in a unique position to offer the highest quality learning experience, enabling individuals to achieve the best results possible. For more information on CIM Professional Marketing Standards visit [www.cim.co.uk](http://www.cim.co.uk)

"I can honestly say that I use 98% plus of the knowledge I gained on the course in my day job"

**Woon Matthews,**  
Marketing Assistant.  
Rich Products Ltd

# Professional Certificate in Marketing

## Overview

How do you go beyond the basics of marketing and become an even more effective marketer? Take the Professional Certificate in Marketing and gain the practical skills and knowledge to devise and execute successful marketing activities. This qualification, coming from the world's leading marketing organisation, will give you real professional credibility and help further your knowledge and career.

## Who is it for?

- Junior marketers
- Those working in a marketing support role
- Those who undertake marketing activities as part of their job

## What you will learn

You will learn how to:

- Understand the function and fundamentals of marketing in some depth – including how to write and execute a marketing plan
- Know the many different ways of understanding and communicating with customers, and the function these methods serve
- Understand your organisation's marketing environment, its many constituent parts, and how they work in unison
- Apply practical knowledge – including the collecting and analysing of data, and the establishment of marketing budgets

## Course content

This qualification contains four units:

1. Marketing Essentials
2. Assessing the Marketing Environment
3. Marketing Information and Research
4. Stakeholder Marketing

## Assessment

There are two examinations of three hours each (one of which is based on a pre-seen case study) and two business related assignments which require 25-30 hours each to complete.

## Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis, however, we recommend that you have at least one year's marketing/business experience, or the Introductory Certificate in Marketing or a non-marketing related degree in order to apply.

## Study options

There are three different ways to study for this qualification, so you can choose a way that suits you best.

### ► Virtual Learning

This programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor led sessions over a period of ten months. Study from any location\* yet still benefit from the interaction and support gained in a traditional classroom environment.

### Benefits of Virtual Learning

- Benefit from live tutorials, group and one2one tutor-led sessions from any location\*
- Eliminate the time and cost of travel – all coursework can be completed remotely
- Access a wide range of resources – from podcasts and tools to online content and discussions through CIM City, your online personal learning environment
- Opportunity to go back and review tutorials to consolidate learning
- Tap into the highest quality support network of course directors and CIM Academy team, as well as fellow delegates
- The chance to network online with like-minded individuals

See a video illustrating this study option at [www.cimacademy.com](http://www.cimacademy.com)

\*Requires access to a computer with broadband. Please contact us for specific details.

### Start dates

February, May and October

## Price

£1,850 + VAT.

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City and study materials. And, we take care of the administration for you, leaving you to concentrate on your studies.

### ► Blended online

Our blended online study option combines interactive online tutorials with five face-to-face workshops over a period of nine months. Delegates will need to spend between eight to ten hours per week studying online and reading.

### Benefits of blended learning

- Flexibility – you can choose when to study and at your own pace
- Interactive, engaging online tutorials
- Face-to-face workshops reinforce online learning, allowing for interaction and practical application
- Assessment through a combination of work related assignments and exams
- Revision and assignment writing support and feedback
- Access to CIMCity, your online personal learning environment
- Support network of CIM Academy team, Course Directors and fellow delegates

### Start dates

March, June, September and December.

## Price

£2,600 + VAT

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and workshop days. And, we take care of the administration for you, leaving you to concentrate on your studies.

### ► Intensive residential

The intensive, residential programme consists of 13 days training over a period of nine months. Delegates will need to attend four residential sessions (of three days each) and a revision session (one day) in sequence and will need to spend between eight and ten hours per week reading and studying.

## Benefits of residential learning

- Guided learning with high quality trainers
- Intensive sessions where concepts are explored in groups
- Networking with other marketing professionals at similar levels in a variety of businesses
- Assessment through a combination of work related assignments and exams
- Revision and assignment writing support and feedback
- Access to CIMCity, your online personal learning environment
- Support network of CIM Academy team, Course Directors and fellow delegates

### Start dates

March and September.

## Price

£4,995 + VAT

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and full board accommodation in an en suite single study bedroom at our Moor Hall training complex. And, we take care of the administration for you, leaving you to concentrate on your studies.

“The Professional Certificate in Marketing has enabled me to understand all aspects of marketing in greater depth and given me the opportunity to be more proactive within the marketing team.”

**Jeanette Freeman,**  
Marketing Coordinator,  
SCA Hygiene Products

# Professional Diploma in Marketing

## Overview

The Professional Diploma in Marketing provides the knowledge, skills and 'ability to do' in relation to marketing planning and develops the marketing professional across a range of areas. The qualification is a hybrid of marketing and management skills as marketers move from specialist aspects of marketing into either a functional or departmental role.

## Who is it for?

- Marketers responsible for managing the marketing process at an operational level
- Those moving into a mid-level marketing position
- Delegates looking to build on knowledge gained at Certificate level
- Experienced business people who want to gain a better understanding of marketing management

## What you will learn

You will learn how to:

- Write a marketing plan at the operational level, with the many elements that entails, as well as conduct a marketing audit and measure success
- Understand marketing communications in depth and how all parts of the marketing mix – from brand and digital to channel management – work together to create value for stakeholders
- Effectively manage marketing activities, including the marketing team and marketing budgets, and know how marketing integrates with other functions
- Manage and utilise marketing research and information, and use project planning techniques to plan activity and measure the results

## Course content

This qualification contains four units:

1. Marketing Planning Process
2. Delivering Customer Value through Marketing
3. Managing Marketing
4. Project Management in Marketing

## Assessment

There is one three hour examination (based on a pre-seen case study) and three business related assignments which require 40-50 hours each to complete.

## Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, we recommend that you have at least three years marketing experience, one of which should be at management level or the Professional Certificate in Marketing in order to apply.

## Study options

There are three different ways to study for this qualification, so you can choose a way that suits you best.

### ► Virtual Learning

This programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor led sessions over a period of ten months. Study from any location\* yet still benefit from the interaction and support gained in a traditional classroom environment.

### Benefits of virtual learning

- Benefit from live tutorials, group and one2one tutor-led sessions from any location\*
- Eliminate the time and cost of travel – all coursework can be completed remotely
- Access a wide range of resources – from podcasts and tools to online content and discussions through CIM City, your online virtual learning environment
- Opportunity to go back and review tutorials to consolidate learning
- Tap into the highest quality support network of course directors and CIM Academy team, as well as fellow delegates
- The chance to network online with like-minded individuals

See a video illustrating this study option at [www.cimacademy.com](http://www.cimacademy.com)

\*Requires access to a computer with broadband. Please contact us for specific details.

### Start dates

February, May and October

## Price

£2,250 + VAT.

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City and study materials. And, we take care of the administration for you, leaving you to concentrate on your studies.

### ► Blended online

Our blended online study option combines interactive online tutorials with five face-to-face workshops over a period of nine months. Delegates will need to spend between eight to ten hours per week studying online and reading.

### Benefits of blended learning

- Flexibility – you can choose when to study and at your own pace
- Interactive, engaging online tutorials
- Face-to-face workshops reinforce online learning, allowing for interaction and practical application
- Assessment through work related assignments and exams
- Revision and assignment writing support and feedback
- Access to CIMCity, your online personal learning environment
- Support network of CIM Academy team, Course Directors and fellow delegates

### Start dates

March, June, September and December.

## Price

£3,700 + VAT

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and workshop days. And, we take care of the administration for you, leaving you to concentrate on your studies.

### ► Intensive residential

The residential programme consists of 20 days training over a period of ten months. Delegates will need to attend eight residential sessions (of two to three days each) in sequence and spend between eight and ten hours per week reading and studying.

### Benefits of residential learning

- Guided learning with high quality trainers
- Intensive sessions where concepts are explored in groups
- Networking with other marketing professionals at similar levels in a variety of businesses
- Assessment through a combination of work related assignments and exams
- Revision and assignment writing support and feedback
- Access to CIMCity, your online personal learning environment
- Support network of CIM Academy team, Course Directors and fellow delegates

### Start dates

March and September.

## Price

£6,495 + VAT

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and full board accommodation in an en suite single study bedroom at our Moor Hall training complex. And, we take care of the administration for you, leaving you to concentrate on your studies.

“Our course tutor was excellent, providing enough motivation and inspiration to keep you going! The course content was demanding, which is what you'd expect when studying for a professional qualification.”

Elen Jones,  
Head of Business Services,  
Mabis

# Chartered Postgraduate Diploma in Marketing

## Overview

This is a challenging, high-level two stage marketing qualification that demonstrates professional knowledge across many areas, leading to Chartered Marketer status.

## Who is it for?

- **Marketing professionals and business development managers working at a strategic level or aspiring to do so, who wish to gain a professional masters level qualification**
- **Delegates looking to build on knowledge gained at the Professional Diploma level**

## What you'll learn

You will learn how to:

- **Make the transition into strategic marketing management**
- **Work more cross-functionally at a senior management level**
- **Make a significant contribution to the organisation's corporate and business strategy**
- **Contribute to board decisions**
- **Demonstrate a high level of leadership and influence**

## Course content

### Stage 1

Stage 1 has four units covering:

1. Emerging Themes
2. Analysis and Decision
3. Marketing Leadership and Planning
4. Managing Corporate Reputation

### Stage 2

Stage 2 has one unit entitled 'Leading Marketing'. This takes the form of a work-based project relating to your own organisation or another of your choice.

### Assessment

Assessment for Stage 1 is through three work-based assignments and one case-study based exam. Stage 2 consists of one work-based assignment relating to your organisation.

### Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, for entry onto stage 1, we recommend that you have at least six years marketing and / or sales experience (three of which should have been at management level) or the CIM Professional Diploma in Marketing.

In order to qualify for Stage 2 of the Chartered Postgraduate Diploma in Marketing, candidates must successfully complete Stage 1 (or have been awarded a previous version of the CIM Postgraduate Diploma).

## Study options

### ► Intensive residential

Stage 1 consists of 16 days training over a period of ten months. Delegates will need to attend six residential sessions (of two or three days each) in sequence and will need to read and work on course material in addition to this time. Stage 2 is undertaken over a period of nine months. Delegates will need to attend four workshops where they will be guided and supported on their work-based project.

### Benefits of residential learning

- **Guided learning with high quality trainers**
- **Intensive sessions where concepts are explored in groups**
- **Networking with other professionals at similar levels in a variety of businesses**
- **Access to CIMCity, your online personal learning environment**
- **Support network of CIM Academy team, Course Directors and fellow delegates**

### Start dates

January and September.

### Price

Stage 1 - £7,495 + VAT

Stage 2 - £2,995 + VAT

These all-inclusive prices include student membership during your studies, tuition, assessments, 24/7 access to CIMCity, student materials and full board accommodation in an en-suite study bedroom at Moor Hall.

“After completing the course I was able to use my learning while undertaking a major strategic review and product development, branding and pricing proposals. The Postgraduate Diploma gave me the necessary tools and skill set I needed to undertake this.”

**Nick Landon,**  
Head of UK Marketing  
and Commercial,  
Parcelforce Worldwide

“I now have a toolkit of models and techniques that I can use to demonstrate the importance of marketing and how it adds value for customers.”

**Paul Etchells,**  
Marketing and Business  
Development Leader,  
FSA (formerly Royal Sun Alliance)

# Digital marketing qualifications

## Which digital marketing qualification is right for you?

### Want to find out what's happening in digital?

The **Diploma in Digital Marketing** is for anyone in marketing looking for information on what digital marketing is about, the buzz words, main trends, including Search Engine Optimisation (SEO), Pay Per Click (PPC), social media, online advertising and PR, email, viral and affiliate marketing.

### Looking to enhance your media plans?

The **Diploma in Managing Digital Media** is about putting digital marketing into practice. Doing the work, running the digital campaigns and what you need to be aware of. This is for people whose role might involve implementing strategies that involve digital media.

### Setting the standard for digital marketing

The CAM Diploma in Digital Marketing and the CAM Diploma in Managing Digital Media are awarded by The Chartered Institute of Marketing. As such, they are based on CIM's Professional Marketing Standards – a practical framework of marketing abilities which provides a guide to the skills expected of marketing professionals at varying levels of seniority. Our qualifications are also directly mapped to the UK government framework for national marketing standards.

As CIM's own study centre, CIM Academy is in a unique position to offer the highest quality learning experience and support for the digital marketing qualifications, enabling individuals to achieve the best results possible. For more information on CIM Professional Marketing Standards, visit [www.cim.co.uk](http://www.cim.co.uk).

### You may be half way there already!

Graduates of the CIM Professional Certificate (level 4) and above and the CAM Diploma in Marketing Communications do not need to complete the Marketing and Consumer Behaviour Unit of the Diploma in Digital Marketing. Individuals who have also completed the CAM Diploma in Marketing Communications do not need to complete the Advertising and PR units of the Diploma in Digital Media. Other exemptions may apply – please contact us for further details.

“I would recommend CIM Academy's qualifications to anyone serious about progressing and enhancing their career.”

**Lydia Gair,**  
Marketing Analyst,  
Friends Provident

# Diploma in Digital Marketing

## Overview

The CAM Diploma in Digital Marketing provides knowledge on what digital marketing is about – the buzz words, current trends. This qualification covers Search Engine Optimisation (SEO), Pay per click (PPC), types of online advertising, email, viral marketing, online PR, affiliate marketing and social media. It also explores digital metrics, legislation, regulation and codes of practice.

## Who is it for?

- **Marketers who need an awareness of what is happening in digital marketing**

## What you will learn

You will learn how to:

- **Appraise different planning approaches and marketing environmental factors that influence online marketing activity**
- **Discuss key stages in online development using relevant business models**
- **Analyse the way in which the Internet has changed the marketing mix elements and how to employ them creatively in the digital environment**
- **Apply relevant tools and concepts to measure and monitor an online marketing plan**
- **Explain the role of the essential elements of digital campaigns and the links between each technique**
- **Recommend improvements to a digital communications campaign**

## Course content

This qualification consists of the following units:

- **Digital Marketing Essentials**
- **Digital Marketing Planning**
- **Marketing and Consumer Behaviour (double unit)**

Please note: You can sign up to study one or two units or the whole qualification with CIM Academy. We recommend that, where possible, you sign up for the whole qualification or two units to enable you to gain the greatest insight and confidence in the digital marketing area.

### Assessment

There is one business related assignment per award which requires 20 – 25 hours each to complete.

### Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis, however, you do need to be at least 18 years old and have achieved a suitable competence in a marketing / marketing communications role, or hold any recognised UK degree, level 5 qualification or relevant level 3 qualification (e.g. CIM Professional Certificate in Marketing) or above in order to apply.

### Exemptions

You do not need to complete the marketing and consumer behaviour unit if you are a graduate of the CIM Professional Certificate (level 4) in Marketing, Professional Diploma in Marketing, Professional Postgraduate Diploma in Marketing or the CAM Diploma in Marketing Communications. Other exemptions may apply - please contact us for further details.

## Study options

### ► Blended online

This blended learning programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor-led sessions with face to face practitioner workshop days in London. The majority of study can be completed from any location\* with the practitioner workshop days used to reinforce learning and allow for practical application. Delegates will need to spend between 40 – 50 hours per unit studying online and reading.

### Benefits of blended learning

- **All coursework completed remotely – eliminating the time and cost of travelling to weekly classes**
- **Opportunity to review tutorials to consolidate learning**
- **Network with like minded individuals.**
- **Face to face workshop days to reinforce learning, allowing for interaction and practical application**
- **Access to a range of online resources through CIMCity, your online personal learning environment**
- **Support network of CIM Academy team, Course Directors and fellow delegates**

### Start Dates

January and July

### Price

£2,250 + VAT.

Individual unit prices as follows:

Digital Marketing Essentials	£750
Digital Marketing Planning	£750
Marketing and Consumer Behaviour (double unit)	£1200

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City and study materials. And, we take care of the administration for you, leaving you to concentrate on your studies.

**Save £300 if you sign up for both the Digital Marketing Essentials and the Digital Marketing Planning units at the time of booking. Please contact us for further details.**

\*Requires access to a computer with broadband. Please contact us for specific details.

“After researching several options, I chose CIM Academy's online course as it was the fastest, most intensive way of achieving my diploma.”

**Duncan Thompson,**  
Commercial Executive,  
Hasbro UK Ltd

# Diploma in Managing Digital Media

## Overview

The CAM Diploma in Managing Digital Media is about putting digital marketing into practice. Doing the work, running the digital campaigns and what you need to be aware of. This qualification also looks at the fast changing landscape of social media and emerging trends.

## Who is it for?

- **Marketers whose role involves working with digital media and implementing strategies that involve digital media**

## What you will learn

You will learn how to:

- **Explain the changes that have been brought about by advances in digital communications**
- **Identify how the changes in digital marketing challenge and compliment conventional communication**
- **Measure the effectiveness of digital campaigns and recommend appropriate methods to a given situation**
- **Plan and execute digital campaigns and evaluate the importance of integrating the communications**
- **Evaluate likely developments in digital communications and discuss the new role of social media**

## Course content

This qualification consists of the following units, which are separate awards in their own right:

- **Implementing Digital Campaigns**
- **Integrating Digital Media and Branding**
- **Advertising**
- **PR**

Please note: You can sign up to study one award, two awards or the whole qualification with CIM Academy. We recommend that, where possible, you sign up for the whole qualification or two awards to enable you to gain the greatest insight and confidence in the digital marketing area

### Assessment

The Integrating Digital Media and Branding and Implementing Digital Campaigns modules are each assessed by a business related assignment which require 20 – 25 hours each to complete. The Advertising and PR modules are both assessed by examination.

### Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis, however, you do need to be at least 18 years old and have achieved a suitable competence in a marketing / marketing communications role, or hold any recognised UK degree, level 5 qualification or relevant level 3 qualification (e.g. CIM Professional Certificate in Marketing) or above in order to apply.

## Study options

### ► Blended online

This programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor-led sessions with face to face practitioner workshop days in London. The majority of study can be completed from any location\* with the practitioner workshop days used to reinforce learning and allow for practical application. Delegates will need to spend between 40 – 50 hours per award studying online and reading.

### Benefits of blended learning

- **All coursework completed remotely – eliminating the time and cost of travelling to weekly classes**
- **Opportunity to review tutorials to consolidate learning**
- **Network with like minded individuals.**
- **Face to face workshop days to reinforce learning, allowing for interaction and practical application**
- **Access to a range of online resources through CIMCity, your online personal learning environment**
- **Support network of CIM Academy team, Course Directors and fellow delegates**

### Start Dates

January and July

### Price

£2,250 + VAT.

Individual award prices as follows:

Implementing Digital Campaign	£750
Integrating Digital Media and Branding	£750
Advertising	£750
PR	£750

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City and study materials. And, we take care of the administration for you, leaving you to concentrate on your studies.

**Save £300 if you sign up for two awards at the time of booking. Please contact us for further details.**

\*Requires access to a computer with broadband. Please contact us for specific details.

“I chose to study through CIM Academy because of the flexible programmes they offered. This meant I could study online and over a shorter timeframe.”

**Ian Smith,**  
Sales and Marketing Manager,  
Otis Ltd

# Sales qualifications

## Which sales qualification is right for you?

### Looking to advance your sales career?

The **Certificate in Professional Sales Practice** provides a thorough and intensive introduction to sales, giving you the knowledge and skills to progress your career with confidence.

### Want to get into sales management?

The **Advanced Certificate in Professional Sales Management Practice\*** will build skills in operational sales management. You'll learn how to lead and motivate a team and develop effective sales strategies and plans.

### Want to get into account management?

The **Advanced Certificate in Account Management Practice\*** is ideal if you want to develop your career in account management. You'll learn how to build strong relationships with your accounts and develop effective account strategies and plans.

### Want to learn about the strategic role of selling?

The **Intensive Diploma in Strategic Sales Practice** is a strategic level qualification that allows you to devise sales strategies and operational plans that contribute to overall business objectives.

\*At Advanced Certificate level, candidates have the option of specialising in general sales management or account management, depending on where they are looking to develop their expertise and their career.

### Setting the standard for sales

The Chartered Institute of Marketing offer sales qualifications that meet national sales standards, as defined by the National Occupational Standards for Sales. Meeting the same rigorous standards and structure as our marketing qualifications, our sales qualifications have both national and international recognition.

Our sales qualifications have a firm emphasis on the application of practical sales tools and techniques to business. They are backed up by both established and progressive theory and will broaden and develop any sales professional's experience and skills set.

CIM Academy is the only Chartered Institute of Marketing study centre offering sales qualifications. It delivers the very highest quality learning experience, enabling individuals to achieve the best results possible.

"My status amongst my fellow managers has been enhanced through my new found authority and professional approach. CIM Academy's courses are simply the best value for money around."

**John Angus,**  
Sales Manager,  
Shetland Catch Ltd

# Certificate in Professional Sales Practice

## Overview

The Certificate in Professional Sales Practice provides a thorough and intensive introduction to sales. It will equip individuals with the knowledge and skills to sell with greater confidence – and success. The programme has been designed by CIM Academy and is based upon the National Occupational Standards for the sales profession.

## Who is it for?

- This course is ideal for anyone looking to start a career in sales, sales people with experience but without formal training or individuals from other business areas who need to improve their selling skills.

## What you will learn

- Important aspects of the sales process
- Using market information to sell more effectively
- How to put together a presentation that sells
- Making a sales call
- Identifying customer needs
- How to overcome customer objections
- Improving your sales skills and personal selling style
- The benefits and techniques of networking
- Recognising and acting on opportunities for cross- and up-selling

## Course content

This qualification contains four units:

1. The Sales Process
2. Professional Sales Skills
3. Understanding the Customer
4. Professional Sales in Practice

### Assessment

There are four business related assignments to complete. One of these will be practical, two will be written assignments based on the module content and the final one is a significant work-based project.

### Entry requirements

This is an introductory level course and applicants will be assessed by CIM Academy on an individual basis. However, we recommend that applicants have some sales experience or are educated to A level or NVQ level 3 (any subject) standard.

## Study options

### ► Blended online

The programme blends interactive online tutorials with four face-to-face workshops over a period of six months. We recommend that delegates allow an average of four hours study time per week in addition to the assessed work.

### Benefits of blended learning

- Flexibility – you can choose when to study and at your own pace
- Interactive, engaging online tutorials
- Face-to-face workshops reinforce online learning, allowing for interaction and practical application
- Assessment through work related assignments rather than exams
- Access to CIMCity, your online personal learning environment
- Support network of CIM Academy team, Course Directors and fellow delegates

### Start dates

January and July.

### Price

£2,600 plus VAT.

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City and study materials. And, we take care of the administration for you, leaving you to concentrate on your studies.

“Coming from a niche financial industry, I found networking with other delegates very beneficial. It gave me a real insight into how other companies and industries operate.”

Nicholas Wilshin,  
Business Development,  
Hazel Carr

# Advanced Certificate in Professional Sales Management Practice

## Overview

The Advanced Certificate in Professional Sales Management Practice is for individuals looking to build practical skills in operational sales management. The programme has been designed by CIM Academy and is based upon the National Occupational Standards for the sales profession.

For those wishing to expand skills in Account Management, see the Advanced Certificate in Account Management Practice (on page 22).

## Who is it for?

- The Advanced Certificate is ideal for current sales or account managers working at an operational level or those moving into a sales management position. It would also suit experienced professionals looking for a qualification to formalise their practical experience and individuals looking to build knowledge gained at Certificate level.

## What you will learn

- How to recruit, lead and motivate your team
- Writing and implementing effective sales strategies and plans
- Evaluating achievement and monitoring performance
- Identifying your own training needs
- Preparing a personal development plan

## Course content

This qualification contains four units:

1. Managing Sales People
2. Organising for the Customer
3. Professional Sales Planning
4. Professional Sales Management in Practice

### Assessment

There are four business related assignments to complete. One of these will be practical, two will be written assignments based on the module content and the final one is a significant work-based project. Assignments usually take between 40-50 hours to complete.

### Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, we recommend that you have at least three years sales experience, one of which should be at management level, or a good first degree, or the Professional Certificate in Sales Practice in order to apply.

## Study options

### ► Intensive residential

The Advanced Certificate in Professional Sales Management Practice is an intensive, residential programme that consists of 11 days training over a period of six months. Delegates will need to attend four sessions (of three x three days and a final two day workshop) in sequence and will need to spend between eight and ten hours per week reading and studying.

### Benefits of residential learning

- Guided learning with high quality trainers
- Intensive sessions where concepts are explored in groups
- Assessment through business related assignments rather than exams
- Networking with other professionals at similar levels in a variety of businesses
- Access to CIMCity, your online personal learning environment
- Support network of CIM Academy team, Course Directors and fellow delegates

### Start dates

March and September.

### Price

£4,995 + VAT

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and full board accommodation in an en suite single study bedroom at our Moor Hall training complex. And, we take care of the administration for you, leaving you to concentrate on your studies.

# Advanced Certificate in Account Management Practice

## Overview

The Advanced Certificate in Account Management Practice is for individuals looking to build practical skills in account management. The programme has been designed by CIM Academy and is based upon the National Occupational Standards for the sales profession.

For those wishing to build expertise in operational sales management, see the Advanced Certificate in Sales Management Practice (on page 21).

## Who is it for?

- The Advanced Certificate is ideal for current account managers working at an operational level or those moving into a account management position. It would also suit experienced professionals looking for a qualification to formalise their practical experience and individuals looking to build knowledge gained at Certificate level.

## What you will learn

- Building effective relationships with your accounts
- Writing and implementing effective account strategies and plans
- Evaluating achievement and monitoring performance
- Working with customer service to support your accounts
- Impactful presentation skills
- Identifying your own training needs
- Preparing a personal development plan

## Course content

This qualification contains four units:

1. Account Relationships
2. Organising for the Customer
3. Account Planning
4. Professional Account Management in Practice

### Assessment

There are four business related assignments to complete. One of these will be practical, two will be written assignments based on the module content and the final one is a significant work-based project. Assignments usually take between 40-50 hours to complete.

## Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, we recommend that you have at least three years sales experience, one of which should be at management level, or a good first degree, or the Professional Certificate in Sales Practice in order to apply.

## Study options

### ► Intensive residential

The Advanced Certificate in Account Management Practice is an intensive, residential programme that consists of 11 days training over a period of 6 months. Delegates will need to attend four residential sessions (of three x three days and a final two day workshop) in sequence and will need to spend between eight and ten hours per week reading and studying.

### Benefits of residential learning

- Guided learning with high quality trainers
- Intensive sessions where concepts are explored in groups
- Assessment is through business related assignments rather than exams
- Networking with other professionals at similar levels in a variety of businesses
- Access to CIMCity, your online personal learning environment
- Support network of CIM Academy team, Course Directors and fellow delegates

### Start dates

March and September.

### Price

£4,995 + VAT

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and full board accommodation in an en suite single study bedroom at our Moor Hall training complex. And, we take care of the administration for you, leaving you to concentrate on your studies.

# Intensive Diploma in Strategic Sales Practice

## Overview

Uncover solutions to real-life business issues of direct relevance to your business through group debate and discussion. This diploma allows you to learn together with your peers in business, openly sharing knowledge and personal experience to inform your future decisions.

## Who is it for?

- The Intensive Diploma in Strategic Sales Practice is ideal for experienced sales practitioners and current and potential Sales Directors.

## What you will learn

- How to anchor your selling skills to a strong theoretical base
- A set of frameworks and models that can be used in a variety of sales situations
- Understanding what drives successful relationship building
- Championing the strategic role of selling as a driver of business success
- Leading the development of innovative sales and sales management strategies

On successful completion of the course, you can gain access to the MA in Sales Management at Portsmouth University, the pioneer Master's programme for sales managers in Europe.

## Course content

This qualification contains four units:

1. Strategy and Plans
2. Managing Resources
3. Customer Relationships
4. Sales Strategy in Practice

### Assessment

There are four business related assignments to complete. One of these will be practical, two will be written assignments based on the module content and the final one is a significant work-based project.

### Entry requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, we recommend that you have at least five years good sales experience, at least two of which are at a senior level, or that you hold either the Advanced Certificate in Professional Sales Management Practice or the Advanced Certificate in Account Management Practice.

## Study options

### ► Intensive residential

This is an intensive, residential programme that consists of 12 days training over a period of six months. Delegates will need to attend four residential sessions (of three x three days, one x two day and one day of tutorial support) in sequence and will need to spend between eight and ten hours per week reading and studying.

### Benefits of residential learning

- Minimal time spent out the office (Thurs - Sat learning)
- Validate your experience with a programme specifically designed for senior managers
- Fast track route to qualification – just 6 months from start to finish
- Learn and network with other senior managers from across industry
- Access to CIMCity, your personal online learning environment
- Support from a dedicated programme director, experienced in mentoring senior management

### Start dates

January and July.

### Price

£6,995 + VAT

This all-inclusive price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and full board accommodation in an en suite single study bedroom at our Moor Hall training complex. And, we take care of the administration for you, leaving you to concentrate on your studies.

“I found the Intensive Diploma intellectually challenging and of real practical use in the workplace. It has helped me to run my business more effectively.”

Jeremy Hartill FCIM Chartered Marketer,  
CEO, Capitas Finance Ltd

# Developing your staff with CIM qualifications

## Invest in your people and improve results

**Your people are one of your organisation's most valuable assets. Well-trained, skilful individuals play a vital role in ensuring your organisation meets its objectives and maintains a competitive edge.**

### Let them be brilliant and they will shine

Putting your staff through CIM Academy's rigorous qualification programmes will not only drive business performance but also shows your commitment to 'people investment' leading to improvements in staff retention, loyalty and morale. Our internationally recognised qualifications are the most respected, relevant and practical in the marketing and sales industries, giving your staff the key skills and knowledge they need to deliver on business objectives.

We have qualifications from all levels of seniority to specialist digital marketers. And, with a range of flexible study options, including our virtual learning and blended online programmes, your employees can study in a way that suits their professional lifestyle, minimizing time away from the office.

### Setting the industry standard

Our marketing and digital marketing qualifications set the industry standard. We have developed each qualification in conjunction with employers and leading academics to ensure that the skills developed are highly relevant to employers.

The same rigour and structure are also applied to our sales qualifications. Based on the National Standards for Sales, and with an international reputation for excellence, the qualifications address the practical and commercial skills required by sales people today.



### Real value at an all-inclusive price

Studying with CIM Academy is a truly unique experience that provides delegates with access to the highest quality resources, support and expertise. And unlike other study centres, our all inclusive pricing structure means that there are no hidden extras to pay for. Our prices include CIM student membership and assessment fees in addition to tuition and study materials. And we take care of all the paperwork leaving delegates to concentrate on their studies.

We also appreciate the pressures on budgets and so we offer staged payment options which literally means CIM Academy students can 'pay as they learn'. Conditions apply. Please contact us for full details.

### Tailored solutions

Because we recognise that teams and organisations often have very specific requirements, we are flexible in the solutions we can offer. For larger groups, we can run marketing or sales qualification programmes at a location of your choice, tailor the content to your sector or products or work with you to devise entirely bespoke accredited programmes. Our expertise, knowledge and experience will help you build a learning solution that will see tangible results.

The Chartered Institute of Marketing is an internationally recognised authority on marketing, sales and business.

Our wealth of experience and work into setting marketing and sales standards puts us in a unique position to help organisations identify their skills gaps and deliver programmes to stay at the cutting edge of marketing and sales. We have worked with some of the world's leading brands, including:

**3M UK plc**

**Alliance & Leicester**

**BBC Worldwide**

**Boehringer Ingelheim Ltd**

**First Direct**

**Janssen-Cilag Ltd**

**Pricewaterhouse Coopers LLP**

**Royal Mail**

**Vodafone Ltd**

**Yell Group**

**Zurich Bank International**

"Since completing my course I have gained a much better position with a well known company, along with a significant salary increase, neither of which would have been possible without the CIM qualification."

**Roisin Magill MCM,  
Brand Manager,  
Greene King Destination Pubs**

## Study at the home of marketing

**The centre for CIM Academy qualifications is our purpose-built training facility in Berkshire: Moor Hall.**

Aside from being the home of The Chartered Institute of Marketing, the venue provides the ideal environment for our learning and development programmes. The facilities include modern training rooms, conference theatres as well as a world class marketing library, restaurant and accommodation wings.

There are plenty of areas to relax both indoors and out, including a gym, bar, snooker room and coffee lounge. Delegates can get away from their day-to-day business concerns and immerse themselves in an inspirational environment. Our philosophy is that a comfortable and relaxing environment not only makes learning more pleasurable – it also makes it more effective.

Moor Hall is conveniently located within reach of international airports, major road and motorway networks and main route rail stations.



# Be brilliant

To find out more about CIM Academy qualifications:

Call: **+44 (0)1628 427240** Email: **[cimacademy@cim.co.uk](mailto:cimacademy@cim.co.uk)**

Visit: **[www.cimacademy.com](http://www.cimacademy.com)**

It's time to shine!