

Now in:

- Central London
- Moor Hall, Cookham



Professional Certificate in Marketing
(Blended online)

CIM ACADEMY

Course guide

It's time to shine

About CIM Academy

A qualification from The Chartered Institute of Marketing (CIM) can arm you with the tools and techniques to be a professional marketer and will help accelerate your career.

A qualification gained from CIM Academy will not only help you gain that qualification faster, it represents an excellent return on investment.

Why CIM Academy?

As the only study centre owned by CIM, we provide a range of flexible and intensive study options designed to get delegates through their studies quickly and efficiently. Whichever study route you choose, studying with us gives you access to:

- **The highest quality resources and expertise**
- **Exceptional tuition from course directors who are leaders in their field**
- **A highly supportive network from course directors, a dedicated CIM Academy support team and fellow delegates**
- **Excellent pass rates and awards for outstanding achievement**
- **An unrivalled reputation – over 90% of our delegates would recommend us**
- **A pay as you learn option and prices which include CIM membership and assessment fees**
- **A choice of locations in which to attend your workshops – either central London or Moor Hall, the home of CIM**



Our **blended online programme** offers a flexible way of studying this qualification. It provides a mix of online learning through interactive tutorials and face to face workshop days either in central London or at Moor Hall, the home of CIM, over a nine month period.

In addition to this programme, we offer:

1. **Virtual Learning programmes** – interact in live tutorials, group and one2one tutor led sessions without leaving your home or office
2. **Residential programmes** – intensive, residential sessions of two to three days duration over a number of months
3. **Customised company training** – tailored qualification programmes delivered in-house to a group of employees

"The experience that I had of CIM Academy was great resources, friendly and helpful support staff and most importantly a strong focus on practical learning that I could apply in my role. I would recommend their courses to others"

Overview

The **Professional Certificate in Marketing** gives you the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility.

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.

The Professional Certificate in Marketing is accredited and approved by QCA and has been set at Level 4 in the National Qualifications Framework.



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 constituent parts, and how they work in unison
- Apply practical knowledge – including the collecting and analyzing of data, and the establishment of marketing budgets

"Achieving this internationally recognised qualification helped me progress my career and supported my forthcoming promotion to a new role"

Course structure, locations and start dates

This programme blends interactive online tutorials and five face to face workshop days over a period of nine months. Delegates will need to spend between eight to ten hours per week studying online and reading. There are two examinations of three hours each (one which is based around a pre-seen case study) and two business related assignments which require 25 – 30 hours to complete.

Benefits of blended learning

This programme combines a blend of online tutorials and face to face workshop days. The benefits of studying in this format are:

- **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**

Location of workshops and dates

Delegates can attend workshops in one of the following locations:

- **Central London**
- **Moor Hall, Cookham (the home of CIM)**

For more details, please see page 7.

Streams commence in March, June, September and December each year. Please

see separate course schedules on our website for exact dates.

Supporting you all the way - CIMCity – your online learning environment

CIMCity is the online learning community supporting you throughout your studies with CIM Academy. It provides access to online tutorials and allows you to collaborate with other delegates and course directors. It also offers support and assistance throughout your studies through the CIM Academy learner support team and course directors, who are online to provide assistance for both technical and course related queries, as well as provide encouragement and motivation with your studies.

CIMCity hosts a 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.

The screenshot displays the CIMCity online learning environment. The top banner reads "Introduction to Marketing" and "7 of 15". The main content area is titled "What is marketing?" and includes a definition: "The term marketing has existed as a concept as long as people have traded goods with one another." Below this, it lists five different ways to view marketing: an exchange process, a business philosophy, a managerial function, a dynamic operation, and a catalyst for change. There are five small icons representing these concepts. A "Click on the images to the right to find out more." instruction is present. Below the icons is a "QUIZ - The nature & scope of marketing" section, which is 14 of 15 questions. The quiz consists of eight cards, each with a definition and a flip side for the answer. The cards contain the following text: 1. "The approach that puts the customer at the centre of everything the organisation does." 2. "The orientation that suggests that the 'perfect' product will suit all consumers." 3. "The approach that focuses on building long term relationships rather than single transactions." 4. "A specific satisfier for a need e.g. a 'steak' rather than 'food', for hunger." 5. "Marketing activities carried out in a sustainable way for the customers' benefit in the longer term." 6. "A perceived lack of something e.g. food for hunger." 7. "The orientation that suggests efficiency of production processes is the key to success." 8. "The process that identifies, anticipates and supplies customer needs efficiently and profitably." At the bottom, there are navigation buttons: "Previous", "Contents", "Glossary", "Help", "Quit", and "Next".

Course content

1. Marketing Essentials

You will learn how to:

- Explain how marketing has evolved and the importance of market orientation in creating customer value
- Assess the importance of marketing, its cross-functional role and the contribution it makes to the organisation and society
- Identify and explain the stages in the marketing planning process
- Assess the key elements of the internal and external marketing environment that impact upon the organisation, its objectives and its activities
- Identify and describe the characteristics and applications of each element of the marketing mix (7Ps)



2. Assessing the Marketing Environment

You will learn how to:

- Explain the nature and scope of the internal marketing environment, including the resource perspective
- Distinguish between the types of organisation within the public, private and voluntary sectors and understand the different influences and challenges they face and how their objectives differ as a result
- Identify and explain the different characteristics of the micro environment and recognise the sources of information required to gain a good understanding of it, together with its drivers and challenges
- Assess the importance of and potential impact on a market-oriented organisation of key trends in political, economic, social, technological and legal/ethical/regulatory environment
- Consider the implications for organisations pursuing both economic and environmental sustainability as part of its agenda for CSR

Course content

3. Marketing Information and Research

You will learn how to:

- Identify appropriate information and marketing research requirements for marketing decision-making
- Evaluate the importance of customer databases and their contribution to providing detailed market information to support marketing decisions
- Review the processes involved in establishing an effective database
- Explain the nature and scope of the research industry and discuss the importance of working in line with the industry's code of conduct
- Explain the process for selecting a marketing research supplier, in domestic and international markets, developing the criteria to support that selection
- Explain the process for collecting marketing and customer information, utilising appropriate primary and secondary sources
- Appraise the appropriateness of different qualitative and quantitative research methodologies to meet different research situations

4. Stakeholder Marketing

You will learn how to:

- Assess the relative importance of organisational stakeholders to the marketing function, and the impact they have on the organisation's marketing activities
- Explain the importance of relationship marketing in the context of the organisation's stakeholders in achieving stakeholder interest, involvement, commitment and loyalty
- Explain how the marketing mix can be effectively co-ordinated to support internal and external stakeholder relationships
- Explain how to co-ordinate the communications mix to communicate effectively with the organisation's stakeholders in line with budget and time requirements
- Evaluate key methods for measuring the success of marketing mix and communications activities

Our training venues

Moor Hall, Cookham

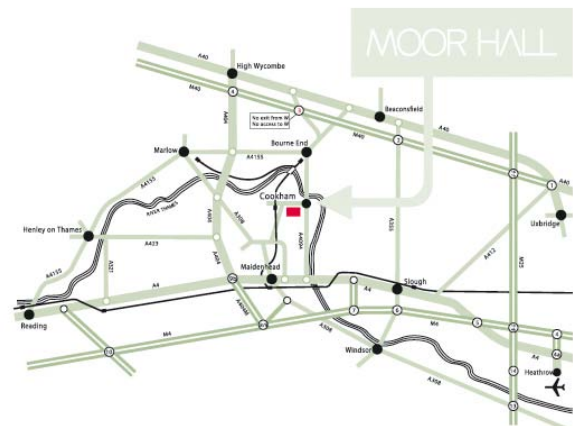


Easy access

Moor Hall has easy access to Heathrow Airport and national rail services (Maidenhead mainline station); and by road with the M4 and M40 just 10 minutes drive away.

Moor Hall is the headquarters of CIM and CIM Academy. It offers the ideal learning environment for our qualifications. The modern purpose built facilities include meeting rooms, conference theatres in addition to a world class marketing library which delegates have access to, a restaurant and accommodation wings.

Set in nine acres of landscaped gardens, there are plenty of areas to relax and unwind in and out, including a gym, bar, snooker room and coffee lounge. Our philosophy that a comfortable and relaxing environment makes learning more pleasurable and effective: with a 99% satisfaction rate for CIM's courses, it seems our delegates agree.



Euston House, London

Euston House is the location for our London workshops. As 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 easily accessible nationwide, and an ideal location for our London workshops.



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, the CIM Introductory Certificate in Marketing, or a non-marketing related degree in order to apply.

Our programmes are taught in English and all delegates are expected to have sufficient knowledge of both written and spoken English. If English is not your first language, you will need to confirm that you have at least IELTS 6.5 proficiency to Trinity III/IV, or equivalent English Tests that are acceptable to UK Government standards.

Technical specifications

The recommended minimum specification of your PC is as follows:

- Microsoft Windows 2000 Operating System (or the equivalent for Mac) or later.
- Pentium II 233Mhz with 128MbB of RAM, at least 5MB of free disk space
- SVGA Graphics card with screen resolution set to at least 800 x 600, High Color (16 bit)
- Windows compatible sound card
- Broadband connection to the Internet
- Headset or Speakers
- Microsoft Internet Explorer v6 or later, Netscape Navigator v4.7 or Firefox
- Pop-ups and Java script enabled for cimcity.co.uk
- Flash plug-in – Version 8 or later

Transition arrangements

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

- To download a free copy of the Flash plug-in go to <http://www.macromedia.com/go/getflashplayer>
- Acrobat Reader – Version 8 or later

Quick test: To see if your computer is able to access our online requirements, please visit:

https://admin.adobe.com/common/help/en/support/meeting_test.htm

Bookings

Bookings should be made via the CIM Academy team at The Chartered Institute of Marketing. Please call us on +44 (0)1628 427240 or visit www.cimacademy.com and complete an online enquiry form. Please send an up to date CV with your booking.

Start dates

Streams commence in March, June, September and December each year. Please see the separate course schedules on our website for exact dates or call the CIM Academy team.

All-inclusive price

£2,600 plus VAT. This includes tuition for the course, 24/7 access to CIMCity, study materials, core reading books and workshop days in London or at Moor Hall. **Please note:** Unlike other study centres, **it also includes £120 of CIM student membership, £250 CIM assessments.** And, we take care of the administration for you, leaving you to concentrate on your studies.

Pay as you learn

We 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'. **Please note:** Conditions apply. Please contact us for full details.



Be brilliant

To find out more about CIM Academy qualifications
Contact: CIM Academy

Call: +44 (0)1628 427240

Email: cimacademy@cim.co.uk

Complete an enquiry form at www.cimacademy.com