

It's time to shine



Professional Certificate in Marketing  
(Intensive residential)

# CIM ACADEMY

Course guide

# 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**



The **intensive residential programme** consists of intensive, residential sessions of two to three days duration over a number of months. 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. **Blended online programmes** – a mix of online learning through interactive tutorials and face to face workshop days (London or Moor Hall)
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

*"I was relatively new to marketing when I began the Professional Certificate in Marketing with CIM Academy. The qualification has not only raised my profile but it has also given me the confidence, terminology and the procedural knowledge that I could not do without"*

# Course structure and start dates

This is an intensive residential programme that consists of 13 days training over a period of nine months. Delegates will need to attend four residential sessions (of 3 days each) and a revision session (1 day) in sequence and will need to spend between eight and ten hours per week reading and studying.

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.

Streams commence in March and September each year. Please see separate course schedules on our website for exact dates.

## Benefits of residential learning

Delegates attending intensive residential sessions will benefit from:

- **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**
- **Support network of CIM Academy team, Course Directors and fellow delegates**

The structure of these modular programmes is unique in our industry, in that the delegates performance is assessed on an

ongoing basis at the end of each module, either by practical application of a case study or by assignments relating to current business environments.

## 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 navigation bar includes the CIM logo, the text 'The Chartered Institute of Marketing', and the course title 'Introduction to Marketing'. The main content area is titled 'What is marketing?' and includes a definition of marketing and a list of five ways it is viewed: an exchange process, a business philosophy, a managerial function, a dynamic operation, and a catalyst for change. Below this is a row of five icons representing different marketing concepts. A 'QUIZ - nature & scope of marketing' section follows, featuring eight flip cards with definitions and questions. The quiz interface includes navigation buttons for '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

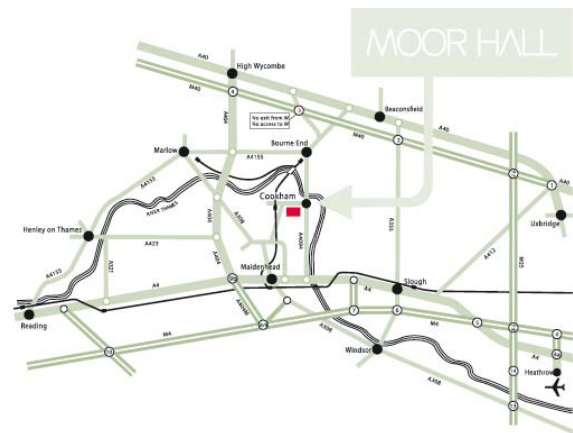
# Our training venue



## Moor Hall, Cookham

Focused and effective training must be conducted in a relaxed and stress free environment. We believe we have that environment here at Moor Hall, our purpose-built training and conference complex in Cookham, Berkshire. Aside from being the home of The Chartered Institute of Marketing, the venue provides a high quality learning environment set in a beautiful tranquil location next to the River Thames.

The venue is conveniently located within easy reach of international airports, major road and motorway networks and main route rail stations. The complex comprises a beautifully appointed 80 bedroom hotel, superb garden view restaurant, a cocktail lounge for relaxation and entertainment plus a purpose-built recreation centre. Delegates have direct access to world-class marketing resources through the CIM Library based at the venue.



# 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

## 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

- Flash plug-in – Version 8 or later
- 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](https://admin.adobe.com/common/help/en/support/meeting_test.htm)

# How to book

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](http://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 and September each year. Please see the separate course schedules on our website for exact dates or call the CIM Academy team.

## All-inclusive price

**£4,995 plus VAT.** This includes tuition for the course, 24/7 access to CIMCity, study materials, core reading books and full board accommodation in en suite single study bedrooms at our Moor Hall training complex.

**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](mailto:cimacademy@cim.co.uk)

Complete an enquiry form at [www.cimacademy.com](http://www.cimacademy.com)