

Qualifications in:

- **Marketing**
- **Digital Marketing**
- **Sales**

CIM ACADEMY

Study in London or Moor Hall, Berkshire
or virtually with CIM's own study centre

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Shine with the Institute's own study centre

As the only study centre owned by The Chartered Institute of Marketing (CIM), CIM Academy offers qualifications via flexible study options to suit your busy working lifestyle.

Study with us and access:

- The **highest quality expertise** – as part of CIM, our resources are second to none
- **Outstanding tuition** – CIM Academy's course directors are leaders in their field
- An **excellent support network** from a dedicated support team, course directors and fellow delegates
- An **unrivalled reputation** – over 90% of our delegates would recommend us
- **First class pass rates** and awards for outstanding achievement
- Competitive prices and a **pay as you learn option** – meaning you can spread the cost of your studies
- **Start dates** throughout the year – there is no need to wait for the new academic year

Locations

You also have a choice of locations in which to undertake your studies:

- **Central London** – our venue is close to Euston station, thus easily accessible via major railway networks
- **Moor Hall, Berkshire** – come to the home of the Institute
- **Virtually** – study from home or office with our virtual learning programmes which eliminate the time and cost of travelling to weekly classes.

See page 2 for more information.

Corporate programmes

We can also deliver our qualifications to teams of individuals within your organisation, or build a bespoke programme to suit your business needs. Please see pages 12-13 for further information or contact us now:

**Call +44 (0)1628 427250
or email team@cim.co.uk**

Qualifications

Marketing

Professional Certificate in Marketing
Professional Diploma in Marketing
Professional Diploma in Marketing for Business Services and Solutions
Chartered Postgraduate Diploma in Marketing

Digital and communications

Diploma in Digital Marketing
Diploma in Managing Digital Media
Diploma in Marketing Communications

Sales

Certificate in Professional Sales Practice
Advanced Certificate in Professional Sales Management Practice
Advanced Certificate in Account Management Practice
Intensive Diploma in Strategic Sales Practice

Flexible study options at CIM Academy

1 Virtual Learning

- Interact in live tutorials and sessions from the 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
- Access podcasts, online tools and content through CIMCity, your personal virtual learning environment

2 Blended Online

- A mix of interactive online tutorials and face to face workshop days
- Choice of locations for workshops:
 - London
 - Moor Hall, Berkshire (the home of CIM)

Key benefits:

- Choose when to study and at your own pace
- Face to face workshops reinforce learning, allowing for practical application
- Access podcasts, online tools and content through CIMCity, your personal virtual learning environment

3 Intensive residential

- Study at Moor Hall, the home of the Institute
- Sessions of two to three days duration over nine – ten months

Key benefits:

- Intensive guided tuition
- Group sessions where real life concepts are explored further
- Excellent selection of hard copy books to support your learning

Benefits of all study options

Whichever way you choose to study you will:

- Benefit from the unrivalled resources that the Institute has to offer
- Access a suite of online resources through CIMCity, your online personal learning environment and web based books through CIM's knowledge and information centre
- Network with like minded individuals
- Access the support network of the CIM Academy team and course directors

See individual qualifications for study options available

For further information on CIMCity and to access a demonstration please visit www.cimacademy.com and visit the 'Experience our online learning' page.

*Requires access to a computer with broadband

“I would really rate the quality of teaching, depth of knowledge of the trainers and the support you get at CIM Academy”

Heidi McNeill
Product Manager
A. Menarini Pharma UK SRL

Marketing qualifications

Looking to advance your career?

The **Professional Certificate in Marketing** is ideal if you are working in a marketing support role and you are looking to progress. It provides the practical skills and knowledge to devise and execute tactical marketing activities, gaining credibility.

Progress as a marketing manager

The **Professional Diploma in Marketing** is for aspiring or current marketing managers. You will learn how to plan, implement and measure operational marketing activities, as well as understand the impact marketing has on other business areas.

Working within the B2B environment?

Current or aspiring B2B marketing managers will benefit from undertaking the **Professional Diploma in Marketing for Business Services and Solutions**. You will gain practical knowledge and skills to plan, implement and measure operational and strategic marketing activities, within the context of services and solutions marketing.

Become a senior marketer

If you are looking to influence marketing strategy at the highest levels of the organisation then the **Chartered Postgraduate Diploma in Marketing** is for you. This two stage qualification develops specialist professional knowledge across a range of areas, including business and team planning, environmental impact and strategy.

Professional Certificate in Marketing

Go beyond the basics of marketing and gain the practical skills and knowledge to devise and execute tactical marketing activities.

Who is it for?

Junior marketers, individuals working in a marketing support role, or those who undertake marketing as part of their job.

What you will learn

- The fundamentals of marketing in some depth, including writing and executing a marketing plan
- To understand your organisation's marketing environment
- How to apply practical knowledge, including data collection, analysis and marketing budgets

Course units

- Marketing Essentials
- Assessing the Marketing Environment
- Marketing Information and Research
- Stakeholder Marketing

“The tutors were fantastic. They took time to explain concepts really well and the shared examples were very useful”

Neeru Lorimer
Key Account Manager
Merckseronon UK

Study options

Virtual Learning*

Price

£1,850 + VAT

Start dates

February

May

October

What's included

£120 CIM student membership, £250 assessment fees, all tuition costs, 24/7 access to CIMCity and study materials**

* Requires access to a computer with broadband.
** Please note: You will be required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Blended Online

Price

£2,600 + VAT

Start dates

March

June

September

December

Workshop venues

London or Moor Hall, Cookham

What's included

£120 CIM student membership, £250 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials and core reading books.

Intensive residential

Price

£4,995 + VAT

Start dates

March

June

September

Workshop venue

Moor Hall, Cookham

What's included

£120 CIM student membership, £250 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials, core reading books, board and accommodation at Moor Hall.

Professional Diploma in Marketing

Gain the practical knowledge and skills to plan, implement and measure operational and strategic marketing activities.

Who is it for?

Current or aspiring marketing managers.

What you will learn

- The marketing planning process
- Managing a brand and product portfolio in the context of your organisation's strategy and objectives
- To recommend how a marketing function should be structured to deliver advantage and organisational success

Course units

- Marketing Planning Process
- Delivering Customer Value through Marketing
- Managing Marketing
- Project Management in Marketing

“I was impressed with the course director's knowledge and the excellent support which was available throughout the duration of this qualification. The facilities of the training venue at Moor Hall also provided a relaxing yet focused environment for study”

Adam Nolan
Creative Designer
GEN II Head Office & IT Training centre

Study options

Virtual Learning*

Price

£2,250 + VAT

Start dates

February

May

October

What's included

£160 CIM student membership, £300 assessment fees, all tuition costs, 24/7 access to CIMCity and study materials**.

* Requires access to a computer with broadband.
** Please note: You will be required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Blended Online

Price

£3,700 + VAT

Start dates

March

June

September

December

Workshop venues

London or Moor Hall, Cookham

What's included

£160 CIM student membership, £300 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials and core reading books.

Intensive residential

Price

£6,495 + VAT

Start dates

March

June

September

Workshop venue

Moor Hall, Cookham

What's included

£160 CIM student membership, £300 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials, core reading books, board and accommodation at Moor Hall.

Professional Diploma in Marketing for Business Services and Solutions

Gain the skills to plan and implement operational and strategic marketing in services and solutions marketing.

Who is it for?

Current or aspiring business to business marketing managers.

What you will learn

- The marketing planning process
- Managing a brand and product portfolio in the context of your organisation's strategy and objectives
- To recommend how a marketing function should be structured to deliver advantage and organisational success

Course units

- Marketing Planning Process
- Delivering Customer Value through Marketing
- Managing Marketing
- Project Management in Marketing
- The unique considerations of Marketing Business Services and Solutions*

This qualification is developed in association with ITSMA – The Information Technology Services Marketing Association. Delegates completing this qualification will receive the following awards:

- CIM Professional Diploma in Marketing
- CIM/ITSMA Award 'The unique considerations of Marketing Business Services and Solutions'

*Available as a stand-alone unit for B2B marketers who already hold the Professional Diploma in Marketing or can demonstrate the required level of knowledge. Please contact us for details and prices.

Study options

Virtual Learning**

Price

ITSMA member

£3,172 + VAT

Non member

£3,965 + VAT

Start dates

Please contact us for details

What's included

£160 CIM student membership, £375 assessment fees, all tuition costs, 24/7 access to CIMCity and study materials***.

** Requires access to a computer with broadband.
*** Please note: You will be required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Blended Online

Price

ITSMA member

£3,700 + VAT.

Non member

£4,625 + VAT

Start dates

Please contact us for details

Workshop venue

London

What's included

£160 CIM student membership, £375 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials and core reading books.

Chartered Postgraduate Diploma in Marketing

Demonstrate your professional knowledge and expertise across many strategic areas with this two stage qualification leading to Chartered Marketer status.

Who is it for?

Marketers working in, or aspiring to work at a strategic level. Individuals looking to build on knowledge gained at the CIM Professional Diploma level.

What you will learn

- Making the transition into strategic marketing management
- How to work more cross functionally at a senior management level
- How to make a contribution to the organisation's strategy and board decisions
- Ways of demonstrating leadership and influence

Course units

- Emerging Themes
- Analysis and Decision
- Marketing Leadership and Planning
- Managing Corporate Reputation

“The residential option provides a real intensity to the learning which I personally valued highly”

Nik Stapleton
Marketing Director
Intermedia Total Marketing Solutions Ltd

Study option

Intensive residential

Stage 1:

Price

£7,495 +VAT

Start dates

August

December

Workshop venue

Moor Hall, Cookham

What's included

£200 CIM student membership, £360 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials, core reading books, board and accommodation at Moor Hall.

Stage 2:

For details on stage 2, please contact us.

Digital and communications qualifications

Discover the latest in digital marketing

The **CAM Diploma in Digital Marketing** is for anyone in marketing looking to gain skills in digital marketing planning. It covers Search Engine Optimisation (SEO), Pay per click (PPC), online advertising, social media, PR, email, viral and affiliate marketing.

Manage your digital marketing campaigns

The **CAM Diploma in Managing Digital Media** shows you how to manage your digital marketing campaigns. It focuses on the various digital channels and their suitability for inclusion in a media plan. Topics include SEO, display advertising, email, viral, affiliate marketing and online PR.

Communicate more effectively

The **CAM Diploma in Marketing Communications** provides an in-depth understanding of the main communication methods that can help your organisation achieve its business objectives. It is suitable for both agency and client side marketers.

Diploma in Digital Marketing

Understand the principles of digital marketing and learn the skills to undertake digital marketing planning.

Who is it for?

Marketers who need to acquire specialist digital knowledge.

What you will learn

- To consider and evaluate different planning approaches that influence online activity
- To measure and monitor an online marketing plan using the latest tools and practice
- How to recommend improvements to a digital campaign

Course units

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

Exemptions – you may be half way there already

You do not need to complete the Marketing and Consumer Behaviour unit if you are a graduate of the CIM Professional Certificate in Marketing (level 4) and/or the CAM Diploma in Marketing Communications. Other exemptions may apply. Please contact us for details.

Study option

Blended Online

Price

£2,250 +VAT*

Start dates

January

March

July

September

Workshop venue

London

What's included

£140 CIM student membership, £255 assessment fees, all tuition costs, 24/7 access to CIMCity and study materials**

* You can enrol to study each course unit separately. For further details including prices please contact us.

** Please note: You will be required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Enrol to study individual units

If you have limited budget or are not sure if you can commit to more than three months study at a time then you can sign up to study individual units of the digital and communications qualifications. Simply contact us to find out more or visit our website and download the relevant course guides.

Diploma in Managing Digital Media

Discover the key digital marketing channels and their suitability for inclusion in a media plan.

Who is it for?

Individuals working with digital campaigns who implement strategies that involve digital media.

What you will learn

- To plan and evaluate digital campaigns
- How changes in digital marketing challenge and complement traditional communication techniques
- How to measure the effectiveness of digital campaigns and recommend appropriate forms of communication

Course units

- Integrating Digital Media and Branding
- Implementing Digital Campaigns
- Advertising
- Public Relations (PR)

Exemptions – you may be half way there already

If you are a graduate of the CAM Diploma in Marketing Communications you do not need to complete the Advertising and PR units. Other exemptions may apply. Please contact us for details.

Study option

Blended Online

Price

£2,250 +VAT*

Start dates

January

March

July

September

Workshop venue

London

What's included

£140 CIM student membership, £300 assessment fees, all tuition costs, 24/7 access to CIMCity and study materials**

* You can enrol to study each course unit separately. For further details including prices please contact us.

** Please note: You will be required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Enrol to study individual units

If you have limited budget or are not sure if you can commit to more than three months study at a time then you can sign up to study individual units of the digital and communications qualifications. Simply contact us to find out more or visit our website and download the relevant course guides.

Diploma in Marketing Communications

Gain an in-depth understanding of the different marketing communication tools to meet your objectives.

Who is it for?

Client or agency side marketers working in, or aspiring to, a marketing communications role.

What you will learn

- How to develop marketing communications activities based on consumer needs
- An all round knowledge of the advertising industry
- To devise, execute and analyse a PR plan and understand the roles of direct marketing and sales promotion

Course units

- Marketing and Consumer Behaviour (double unit)
- Public Relations (PR)
- Direct Marketing and Sales Promotion
- Advertising
- Integrated Media

Exemptions – you may be half way there already

If you have graduated from the CIM Professional Certificate (level 4) in Marketing or above or the CAM Diploma in Digital Marketing you do not need to complete the Marketing and Consumer Behaviour unit. Alternatively, you are exempt from the Advertising and PR units if you have completed and passed the Diploma in Managing Digital Media. Other exemptions may apply. Please contact us to find out more.

Study option

Blended Online Price

£3,600 +VAT*

Start dates

January
March
June
September

Workshop venue

London

What's included

£280 CIM student membership, £365 assessment fees, all tuition costs, 24/7 access to CIMCity and study materials**

* You can enrol to study each course unit separately. For further details including prices please contact us.

** Please note: You will be required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Enrol to study individual units

If you have limited budget or are not sure if you can commit to more than three months study at a time then you can sign up to study individual units of the digital and communications qualifications. Simply contact us to find out more or visit our website and download the relevant course guides.

Previous delegate experience – CAM Diploma in Digital Marketing

Qualification studied

CAM Diploma in Digital Marketing

James T Fletcher
Digital Marketing Manager
CentraStage Limited

• How would you rate the quality of the learning experience?

CIM provide some great real world courses, which are focused on the business needs as well as the practical “how to’s”. The course directors are very supportive and are happy to help ensure you achieve the best results!

• What is the most positive aspect of the course?

The practitioner days are an excellent aspect of the course. You meet other marketers and more importantly learn from the course directors’ real life experience. It also gives you an opportunity to grill the experts on any questions you have about the course or the market in general!

• How has it helped in your day to day work and/or your career?

Since undertaking the qualification I have become more efficient and realistic of what can be achieved with Digital Marketing. Secondly I’m pleased I will have a qualification which is recognised by peers and my employer.

• What would you recommend about CIM Academy to others?

I have already recommended others to join, it’s a great community which offers some great opportunities to develop on a personal and career level.

Sales qualifications

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.

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.

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.

Specialising in 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.

Certificate in Professional Sales Practice

Gain the knowledge and skills to sell with greater confidence and success.

Study option

Blended Online Price

£2,600 +VAT

Start dates

January
July

Workshop venue

Moor Hall, Cookham

What's included

£120 CIM student membership, £280 assessment fees, all tuition costs, 24/7 access to CIMCity and study materials

Who is it for?

Individuals starting a career in sales, those with little formal training or those working in other disciplines wanting to improve their selling skills.

What you will learn

- Important aspects of the sales process
- Putting together a presentation that sells
- Identifying customer needs and overcoming objections
- Opportunities for cross and up-selling

Course units

- The Sales Process
- Professional Sales Skills
- Understanding the Customer
- Professional Sales in Practice

“I was very pleased with the quality of the support I received. It compares extremely well with other professional qualifications I have undertaken”

Nicholas Wilshin
Business Development
Hazel Carr

Advanced Certificate in Professional Sales Management Practice

Build practical skills in operational sales management with this qualification.

Study option

Intensive Residential Price

£4,995 +VAT

Start dates

March
September

Workshop venue

Moor Hall, Cookham

What's included

£160 CIM student membership, £280 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials, core reading books, board and accommodation at Moor Hall.

Who is it for?

Current sales managers working at an operational level or moving into sales management.

What you will learn

- Recruiting, leading and motivating your team
- Writing and implementing sales strategies and plans
- Monitoring performance, identifying training needs and preparing a personal development plan

Course units

- Managing Sales People
- Organising for the Customer
- Professional Sales Practice
- Professional Sales Management in Practice

“My status amongst my fellow managers has been enhanced through my new-found authority and professional approach. I’ve also been able to prepare proposals/presentations for customers in a more professional manner and this has led to improved sales”

John Angus
Sales Manager
Shetland Catch Ltd

Advanced Certificate in Professional Account Management Practice

Focus your knowledge and skills in account management.

Study option

Intensive Residential Price

£4,995 +VAT

Start dates

March
September

Workshop venue

Moor Hall, Cookham

What's included

£160 CIM student membership, £280 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials, core reading books, board and accommodation at Moor Hall.

Who is it for?

Current account managers working at an operational level or moving into account management.

What you will learn

- Building effective relationships with your accounts
- Writing and implementing account strategies and plans
- Monitoring performance, identifying training needs and preparing a personal development plan

Course units

- Account Relationships
- Organising for the Customer
- Account Planning
- Professional Account Management in Practice

“I found the course to be energetic and thought-provoking. It left me inspired and well-informed to meet the challenges I face on a day-to-day basis”

Neil Stretton
Inside Sales Executive
Portrait Software

Intensive Diploma in Strategic Sales Practice

Develop innovative sales strategies and uncover solutions to real-life business issues.

Study option

Intensive Residential Price

£6,995 +VAT

Start dates

January
July

Workshop venue

Moor Hall, Cookham

What's included

£160 CIM student membership, £280 assessment fees, all tuition costs, 24/7 access to CIMCity, study materials, core reading books, board and accommodation at Moor Hall.

Who is it for?

Experienced sales practitioners and current and potential sales directors.

What you will learn

- How to lead and develop innovative sales and sales management strategies
- What drives successful relationship building
- Championing the strategic role of selling as a driver of business success

Course units

- Strategy and Plans
- Managing Resources
- Customer Relationships
- Sales Strategy in Practice

“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
CEO
Capitas Finance Ltd

Where can our qualifications take your business?

As the Institute's own study centre, CIM Academy is in a unique position to offer the highest quality learning experience and support to employers and their marketing, digital and sales professionals.

Our qualifications:

- **Set the industry standard:** Each qualification is based on detailed research and feedback from employers who have told us what skills and competencies they expect their employees to have. Visit www.cim.co.uk/standards to find out more
- **Focus on practical skills and knowledge** that can be implemented immediately
- **Are suitable for all levels of staff**, from those in a support function through to those managing marketing strategy at the highest level
- **Help to increase loyalty and satisfaction**
- **Provide excellent return on your training investment** through improving results for your organisation
- **Do not interfere with the working day**

Our flexible study options

Our programmes mean that your staff can choose between a range of study options, depending on their individual requirements. All qualifications are designed to be flexible minimising the time that they need to spend away from the office.

Virtual learning

- Live tutorials and sessions from the home or office
- All coursework completed remotely
- Provide a high level of support

Blended Online

- A mix of interactive online tutorials and face to face workshop days
- Choice of locations for workshops:
 - London
 - Moor Hall, Cookham (the home of CIM)

Intensive Residential

- Study at Moor Hall
- Sessions of two to three days duration over nine – ten months

Please see page 2 for more information on study options.

What's more when your staff study with us they will access:

- **The highest quality expertise** – as part of CIM, our resources are second to none
- **Outstanding tuition** – CIM Academy's course directors are leaders in their field
- **An excellent support network** from a dedicated support team, course directors and fellow delegates
- **Competitive prices and a pay as you learn option** – meaning you can spread the cost of your investment
- **Start dates throughout the year**
- **An unrivalled reputation** – over 90% of our delegates would recommend us
- **First class pass rates and awards** for outstanding achievement

Corporate Programmes

We can also build tailored programmes to suit your business requirements – from providing a qualification to a group of individuals within your organisation through to building a bespoke programme customised to your specific needs.

Our solutions are:

Defined by outcome, not by method: we improve the performance of your people using the most appropriate means of delivery and engagement.

Flexible: based on a clear and detailed understanding of your needs as an organisation.

Based on diagnosis: we have a range of diagnostic tools to assess skills gaps and recommend solutions for how these should be addressed.

People-centric: we focus on doing whatever is necessary to bring out the best in your people and improve their performance levels.

Strategic: our in-company programmes are based on a sound understanding of the strategic objectives and principles underpinning your organisation's need to build or improve skills.

Relationship based: we work with you to understand your organisation's culture to ensure your people engage with initiatives quickly and effectively.

Talk to us

It costs nothing to open a dialogue with us. An Account Director will discuss your requirements, your long-term business objectives and individual and team development needs. We have a range of diagnostic tools that will assess skills, performance and risk levels.

For full details, please contact us on +44 (0)1628 427250 or email team@cim.co.uk

Following this stage, we should be in a position to identify your needs and develop a proposal along with our suggested approaches to tackle the issues.

Once the proposal is accepted we would begin working with you to develop and then deliver the solution. Sounds easy but of course there's a lot of work going on behind the scenes to develop an approach that's perfect for your organisation – 'tailored' in the true meaning of the word.

“Tailoring a learning and development programme to the specific needs of your organisation is powerful and allows you to see an immediate impact back in the workplace”

Liam Newton, Marketing Director,
Bacardi Brown-Forman Brands

To find out more about CIM Academy qualifications:

Call **+44 (0)1628 427240**

Email **cimacademy@cim.co.uk**

Visit **www.cimacademy.com**

It's time to shine.