

Professional Qualifications from CIM Academy

CIM Academy is the only study centre owned by The Chartered Institute of Marketing. We offer a range of professional qualifications in marketing, digital marketing and sales via flexible and intensive study options. With exceptional tuition and support, our delegates consistently achieve excellent pass rates and awards for outstanding achievement.



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“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



For latest programmes and dates check www.cimacademy.com

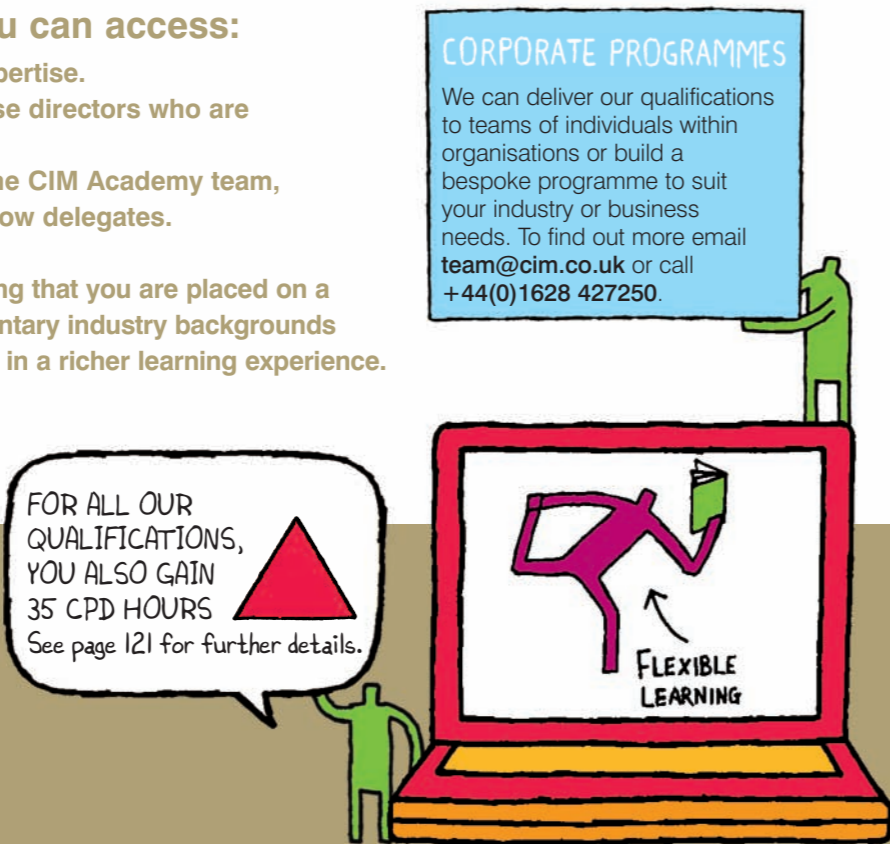
Why study with CIM Academy?

When you study with us, you can access:

- The highest quality resources and expertise.
- Exceptional tuition from leading course directors who are practitioners in their field.
- An unrivalled support network from the CIM Academy team, professional course directors and fellow delegates.
- Excellent pass rates.
- A rigorous registration process meaning that you are placed on a course with delegates from complementary industry backgrounds and levels of experience – all resulting in a richer learning experience.

Flexible study options

Our range of study options suit even the busiest of marketing and sales people. Choose from:



Virtual Learning

Access live sessions, tutorials and complete all coursework from the home or the office. Ideal if you are looking for a high level of delegate support but do not have the time or budget to travel to classes.

Benefits

- Interact in live sessions from any location.
- Opportunity to go back and review tutorials to consolidate learning.
- Access podcasts, online tools and discussion forums through CIMCity, your personal virtual learning environment.
- Ability to view a suite of online resources, including web books through CIM's knowledge and information centre.
- Excellent support network from the CIM Academy team, course directors and fellow delegates.

Blended Online

A mix of online learning through interactive tutorials and face to face workshop days in central London or at Moor Hall Conference Centre in Cookham, Berkshire.

Benefits

- Choose when to study and at your own pace.
- Opportunity to go back and review tutorials to consolidate learning.
- Face to face workshop days reinforce online learning and allow for practical application.
- Benefit from the unrivalled resources at the home of CIM – Moor Hall.
- Access podcasts, online tools and discussion forums through CIMCity, your personal virtual learning environment.
- Ability to view a suite of online resources, including web books through CIM's knowledge and information centre.
- Excellent support network from the CIM Academy team, course directors and fellow delegates.

Intensive Residential

Study at the home of CIM for sessions of two to three days duration over a number of months.

Benefits

- Intensive guided tuition.
- Group sessions where real life concepts are explored further.
- Benefit from the unrivalled resources at the home of CIM – Moor Hall.
- Ability to view a suite of online resources, including web books through CIM's knowledge and information centre.
- Excellent support network from the CIM Academy team, course directors and fellow delegates.

Professional Certificate in Marketing

Residential option

Essential marketing knowledge for junior marketers looking to progress

▲ 35 CPD hours

Attend workshops in London or Moor Hall

Overview

This qualification is for individuals who want to go beyond the basics of marketing and become an even more effective marketer. You will gain the practical skills and knowledge required to execute successful marketing activities and further your 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

- Understand the function and fundamentals of marketing in some depth – including how to write and execute a marketing plan.
- Learn 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 data collection and analysis and the establishment of marketing budgets.

Course modules

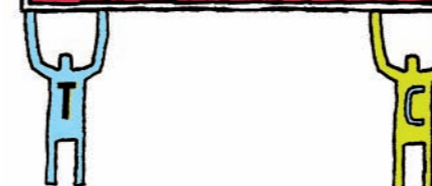
- Marketing Essentials.
- Assessing the Marketing Environment.
- Marketing Information and Research.
- Stakeholder Marketing.

“The support and guidance was excellent. I have learnt a great deal and been able to implement knowledge into my role already.”

Nicole Samantha Matthews

Service Centre Supervisor
NFU Mutual

THIS QUALIFICATION IS ALSO AVAILABLE AS A TAILORED CORPORATE PROGRAMME, PLEASE CONTACT US ON +44 (0)1628 427250 OR EMAIL team@cim.co.uk



Study options

Virtual Learning

Price

£1,550 + VAT

Start Dates

February, May and October

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will need to pay an additional £400 for student membership and assessment fees. You will be also required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Study option

Blended Online

Price

Price £2,250 + VAT

Start Dates

March, June, September and December

Workshop venue

London or Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will also need to pay an additional £400 for student membership and assessment fees.

Study option

Intensive Residential

Price

Price £4,595 + VAT

Start Dates

September

Workshop venue

Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials and full board accommodation at Moor Hall.

Please note you will also need to pay an additional £400 for student membership and assessment fees.

Professional Diploma in Marketing

Residential option

Operational and strategic skills for mid level marketers

▲ 35 CPD hours

Attend workshops in London or Moor Hall

Overview

The Professional Diploma in Marketing provides the knowledge, skills and the 'ability to do' in relation to operational marketing management. It is for individuals looking to build their practical skills and broaden their strategic perspective.

Who is it for?

- Marketers responsible for managing the marketing process at an operational level.
- Those moving into a mid-level marketing position.

What you will learn

- Evaluate the role of the marketing planning process and implementation in a range of marketing contexts including organisational strategy, culture and the broader marketing environment.
- Develop and manage a brand and product portfolio in the context of the organisation's marketing strategies and objectives.
- Recommend how a marketing function should be structured to deliver competitive advantage, marketing and organisational success.
- Identify the organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects.

Course modules

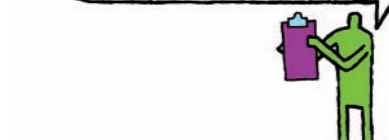
- Marketing Planning Process.
- Delivering Customer Value through Marketing.
- Managing Marketing.
- Project Management in Marketing.

“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

Working in business services and solutions marketing? Find out more about our tailored programme Professional Diploma in Marketing for Business Services and Solutions at www.cimacademy.com



Study options

Virtual Learning

Price

£1,930 + VAT

Start Dates

February, May and October

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will need to pay an additional £520 for student membership, exemption and assessment fees. You will be also required to read around the subject from books recommended by CIM. These are not included in the price of your course.

Study option

Blended Online

Price

Price £3,240 + VAT

Start Dates

March, June, September and December

Workshop venue

London or Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will need to pay an additional £520 for student membership, exemption and assessment fees.

Study option

Intensive Residential

Price

Price £5,975 + VAT

Start Dates

March and September

Workshop venue

Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials and full board accommodation at Moor Hall.

Please note you will need to pay an additional £520 for student membership, exemption and assessment fees.

Chartered Postgraduate Diploma in Marketing

Residential option

A challenging qualification for marketers looking to influence marketing strategy at the highest level

▲ 35 CPD hours

Overview

The Chartered Postgraduate Diploma in Marketing is a challenging, two stage marketing qualification that demonstrates professional expertise across many areas enabling you to think and act strategically. It is equivalent to 60 points towards a Masters level qualification.

Delegates completing **Stage 1** gain the Professional Postgraduate Diploma in Marketing. Delegates who go on to complete **Stage 2** are eligible for Chartered Marketer Status provided that they have the relevant experience and have registered on the Chartered CPD Programme.

Stage 1 consists of 16 days' training (six residential sessions) over a period of ten months. **Stage 2** is a work-based assignment undertaken over nine months.

Who is it for?

- Marketers working at a strategic level, or aspiring to do so, who wish to gain a Masters level qualification.
- Delegates looking to build on knowledge gained at the Professional Diploma level.

What you will learn

- 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 modules

Stage 1 has four units:

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

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.

"The residential option provides a real intensity to the learning which I personally valued highly."

Nik Stapleton

Managing Director
Intermedia Total Marketing Solutions Ltd

Study options

Intensive Residential

Stage 1

Price

£6,855 + VAT

Start Dates

2012 August and December

Workshop venue

Moor Hall, Berkshire

What's included

Tuition costs, study materials, accommodation and board at Moor Hall, assessment. Please note you will need to pay an additional £640 for student membership, exemption and assessment fees.

Stage 2

Please contact us for details about this option.

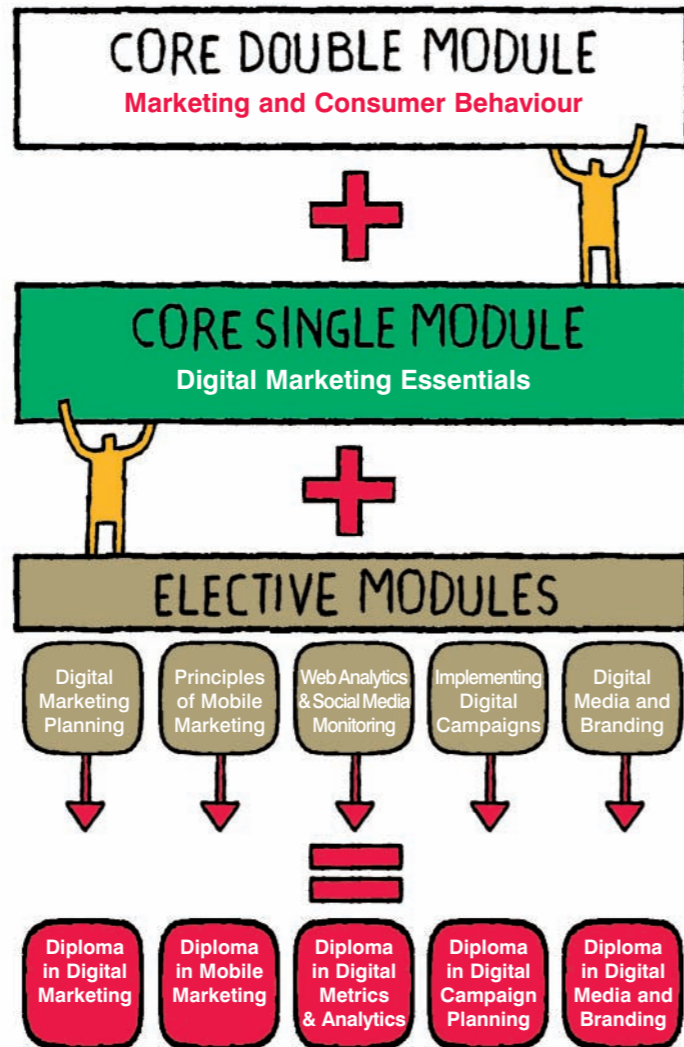
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Digital Marketing Qualifications

CIM Academy is delighted to offer **four new marketing qualifications** to our digital range, focusing on **specific areas such as mobile marketing and digital campaign planning**, in addition to our overview qualification *Diploma in Digital Marketing*. **Sign up now to begin studying from January 2012. All programmes are offered via a blended study option (ie. a mix of online interactive tutorials and face to face workshops).**

Flexibility and choice

To make our qualifications as flexible as possible, you can choose to either undertake the full qualification or select the individual module(s) that suit your needs. Take a look at the diagram below to see the different options or give us a call on +44(0)1628 427250 to discuss your requirements.



Diploma in Digital Marketing

Practical skills and knowledge in digital marketing

▲ 35 CPD hours

Overview

This digital marketing qualification provides you with practical skills and knowledge in digital marketing. Topics include search engine optimisation (SEO), Pay Per Click (PPC), online advertising, PR, email, viral and affiliate marketing plus social media.

Who is it for?

Ideal if you are working in marketing and need an awareness of what is happening in the digital world.

What you will learn

- The links between marketing and communications, in both its traditional and digital forms.
- The key stages in digital development and the way the internet has revolutionised the traditional marketing mix.
- How to apply digital tactics creatively.
- To measure and monitor a digital marketing plan using the latest tools and techniques.
- How to recommend improvements to a digital communications campaign.

Course modules

- Marketing and Consumer Behaviour (double module).
- Digital Marketing Essentials.
- Digital Marketing Planning.

Study options

Blended Online

Price

£2,005 + VAT

Start Dates

2012 January and June

Workshop venue

Central London

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will also need to pay an additional £395 for student membership and assessment fees.

Diploma in Mobile Marketing

Opportunities and principles of mobile marketing

▲ 35 CPD hours

Overview

This programme covers the essentials of traditional and digital marketing, and goes on to look at how mobile marketing can be planned to take advantage of these new opportunities.

Who is it for?

Ideal if you are working in marketing and need an awareness of what is happening in both the digital and the mobile arenas.

What you will learn

- The links between marketing and communications, in both its traditional and digital forms.
- The key stages in digital development.
- How to apply digital tactics creatively.
- Assess the reasons why mobile devices are used and the resulting impact on marketing and communications activities.
- Design and develop a marketing concept using a mobile application.

Course modules

- Marketing and Consumer Behaviour (double module).
- Digital Marketing Essentials.
- Principles of Mobile Marketing.

Study options

Blended Online

Price

£2,005 + VAT

Start Dates

2012 January and June

Workshop venue

Central London

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will also need to pay an additional £395 for student membership and assessment fees.

EXEMPTIONS - YOU MAY BE HALF WAY THERE ALREADY!

You are half way there 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 as you do not need to complete the Marketing & Consumer Behaviour unit of this qualification. Other exemptions may apply – please contact us for further details.

ALTERNATIVELY..
you can sign up to single modules - prices from £525 per module. Call us for more information about this option or visit www.cimacademy.com

Diploma in Digital Metrics and Analytics

Using analytics to improve results from your digital marketing

▲ 35 CPD hours

Overview

Digital marketing is of ever-increasing importance to all organisations. All activity needs to be both evaluated and measured to monitor the effectiveness of activity ie. return on investment. This programme covers the essentials of traditional and digital marketing, and goes on to look at how analytics and social media monitoring can be used to best advantage.

Who is it for?

Ideal if you are working in digital marketing and need an understanding of KPIs, selecting measurement tools, analysing reports to improve performance and creating tests to improve owned and bought media messages.

What you will learn

- The links between marketing and communications, in both its traditional and digital forms.
- The way the internet has revolutionised the traditional marketing mix.
- How to apply digital tactics creatively.
- Identify appropriate KPIs, reports and tools to review and improve digital marketing effectiveness in large, medium and small sized enterprises.
- Evaluate and improve results from investments in digital marketing using web analytics and social media monitoring techniques.

Course modules

- Marketing and Consumer Behaviour (double module).
- Digital Marketing Essentials.
- Web Analytics and Social Media Monitoring.

Study options

Blended Online

Price

£2,005 + VAT

Start Dates

2012 January and June

Workshop venue

Central London

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will also need to pay an additional £395 for student membership and assessment fees.

Diploma in Digital Campaign Planning

Managing successful digital campaigns

▲ 35 CPD hours

Overview

This digital marketing qualification provides you with the practical skills and knowledge to manage digital campaigns. The programme covers the essentials of traditional and digital marketing, and goes on to look at how digital marketing campaigns can be planned to make the best of digital communications.

Who is it for?

This qualification is ideal if you are working in marketing and need an awareness of how digital campaigns can be managed to a successful result.

What you will learn

- The links between marketing and communications, in both its traditional and digital forms.
- The key stages in digital development.
- The way the internet has revolutionised the traditional marketing mix.
- How to apply digital tactics creatively.
- Plan and execute digital campaigns.
- Explain how digital communications are controlled or constrained by social acceptability, the law and voluntary constraints.

Course modules

- Marketing and Consumer Behaviour (double module).
- Digital Marketing Essentials.
- Implementing Digital Campaigns.

Study options

Blended Online

Price

£2,005 + VAT

Start Dates

2012 January and June

Workshop venue

Central London

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will also need to pay an additional £395 for student membership and assessment fees.

Diploma in Digital Media and Branding

Managing online digital media

▲ 35 CPD hours

Overview

This digital marketing qualification provides you with the practical skills and knowledge to evaluate and integrate online and offline brand propositions. Topics include print, radio and television; online digital media and key performance indicators in integrated marketing communications (IMC).

Who is it for?

Ideal if you are working in marketing and need a good understanding of the fragmented nature of media management, and how online and offline propositions can work together to support your brand.

What you will learn

- The links between marketing and communications, in both its traditional and digital forms.
- The key stages in digital development.
- The way the internet has revolutionised the traditional marketing mix.
- How to apply digital tactics creatively.
- Evaluate the importance of integrating diverse media in communications.
- Employ an integrated approach to creating, sustaining and promoting a brand.

Course modules

- Marketing and Consumer Behaviour (double module).
- Digital Marketing Essentials.
- Integrating Digital Media and Branding.

Study options

Blended Online

Price

£2,005 + VAT

Start Dates

2012 January and June

Workshop venue

Central London

What's included

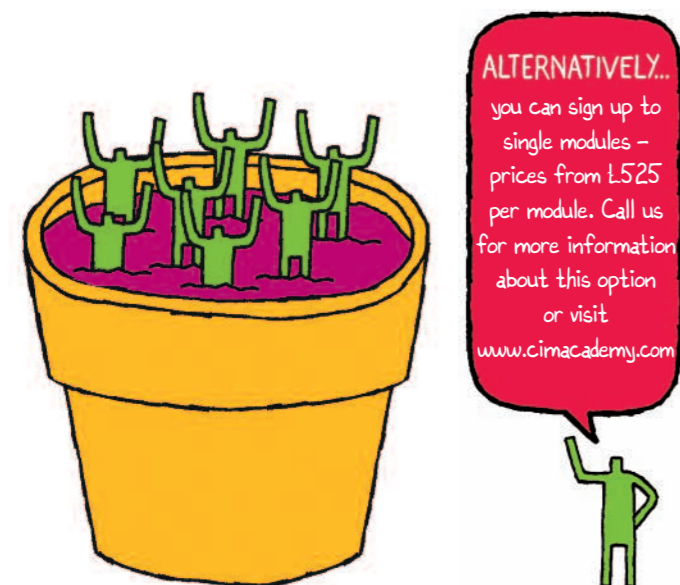
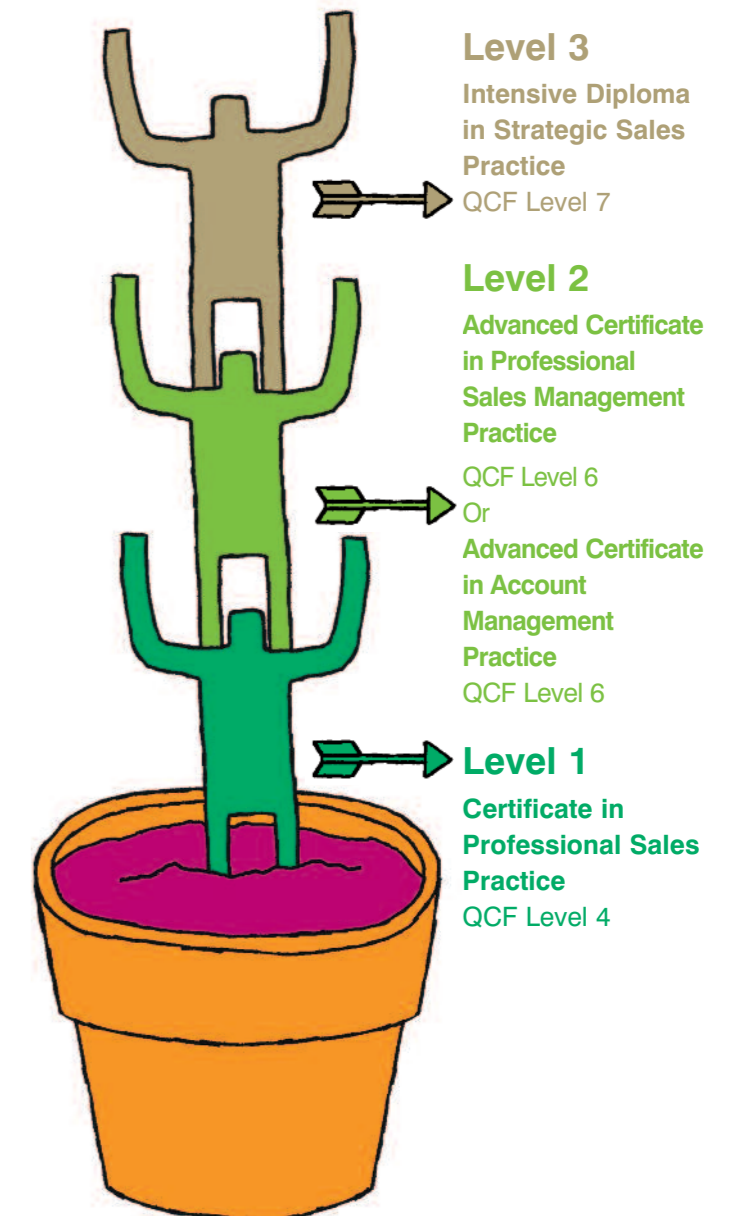
Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will also need to pay an additional £395 for student membership and assessment fees.

Sales Qualifications

With a firm emphasis on the application of practical tools and techniques, our unique sales qualifications will not only develop your knowledge but also accelerate your career.

They are based on the National Occupational Standards for Sales, which provide a guide to the skills expected of sales practitioners at varying levels of seniority, so you can be sure that you are gaining expertise relevant to business today.



Certificate in Professional Sales Practice

The knowledge and skills to sell with greater confidence

35 CPD hours

Overview

This qualification provides a thorough and intensive introduction to sales and will equip individuals with the knowledge and skills to sell with greater confidence.

Who is it for?

- Anyone looking to start a career in sales.
- Sales people with experience but without formal training.
- Individuals working in other business areas who need to improve their selling skills.

What you will learn

- Use marketing information to sell more effectively.
- Put together a presentation that sells.
- Make a sales call.
- Identify customer needs.
- Overcome customer objections.
- Improve your sales skills and personal selling style.
- The benefits and techniques of networking.
- Recognise and act on opportunities for cross-selling and up-selling.

Study option

Blended Online

Price

Price £2,250 + VAT

Start Dates

July

Venue

Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials.

Please note you will also need to pay an additional £400 for student membership and assessment fees.

Advanced Certificate in Professional Sales Management Practice

Gain practical skills in sales management

Residential option

35 CPD hours

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.

Who is it for?

- Current sales or account managers working at an operational level.
- Those moving into a sales management position, or those looking to formalise their practical experience.

What you will learn

- Recruit, lead and motivate your team.
- Write and implement effective sales strategies and plans.
- Evaluate achievement and monitoring performance.
- Identify your own training needs.
- Prepare a personal development plan.

Study option

Intensive Residential

Price

Price £4,535 + VAT

Start Dates

September

Venue

Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials and full board accommodation at Moor Hall.

Please note you will need to pay an additional £460 for student membership, exemption and assessment fees.

Advanced Certificate in Account Management Practice

Residential option

Essential knowledge for account managers

35 CPD hours

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.

Who is it for?

- Current account managers working at an operational level.
- Those moving into an account management position, or those looking to formalise their practical experience.

What you will learn

- Build effective relationships with your accounts.
- Write and implement effective account strategies and plans.
- Evaluate achievement and monitoring performance.
- Work with customer service to support your accounts.
- Create impactful presentation skills.
- Identify your own training needs.
- Prepare a personal development plan.

Study option

Intensive Residential

Price

Price £4,535 + VAT

Start Dates

September

Venue

Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials and full board accommodation at Moor Hall.

Please note you will need to pay an additional £460 for student membership, exemption and assessment fees.

Intensive Diploma in Strategic Sales Practice

Residential option

Make informed future business decisions

35 CPD hours

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?

- Experienced sales practitioners.
- Current and potential sales directors.

What you will learn

- Anchor your selling skills to a strong theoretical base.
- Use a set of frameworks and models that can be used in a variety of sales situations.
- Create successful relationship building.
- Champion the strategic role of selling as a driver of business success.
- Lead the development of innovative sales and sales management strategies.

Study option

Intensive Residential

Price

Price £6,515 + VAT

Start Dates

July

Venue

Moor Hall, Berkshire

What's included

Tuition costs, 24/7 access to CIMCity and study materials and full board accommodation at Moor Hall.

Please note you will need to pay an additional £480 for student membership, exemption and assessment fees.