

It's time to shine



Professional Certificate in Marketing  
(Virtual Learning)

# CIM ACADEMY

Course guide

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# 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 The Chartered Institute of Marketing, CIM Academy is based at Moor Hall, the home of CIM. We pride ourselves on providing specially developed intensive study options designed to get students through their studies quickly and efficiently. Whichever study route you choose, studying with CIM Academy gives you access to:

- **The highest quality resources and expertise**
- **Exceptional tuition from course directors who are leaders in their respective fields**
- **A superb support network – from course directors, a dedicated CIM Academy team and fellow delegates**
- **Excellent pass rates – 90% of our delegates pass first time**
- **Fully inclusive prices – alleviating the burden of paperwork and extra costs associated with arranging CIM membership and assessment**

Our **virtual learning programme** provides maximum flexibility and convenience. You can study at your own pace from any location\*, whilst interacting in live tutorials with course directors and fellow delegates. In addition to this programme, we offer:

1. **Blended online programmes** – a mix of online learning through interactive tutorials and face to face workshop days
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



\*Requires access to a computer with broadband.

# 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

# Course structure 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.

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

## Benefits of virtual learning

This new virtual learning study option has been designed to provide maximum accessibility and flexibility, with a high level of support and interaction:

- 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 personal 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

\*Requires access to a computer with broadband.

## Online support via CIM City

CIM City is the online learning environment from CIM Academy. It offers support and assistance throughout your studies, helping to answer any questions and providing encouragement. Delegates can access interactive online content, share and discuss ideas with their fellow delegates and course director.



# 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

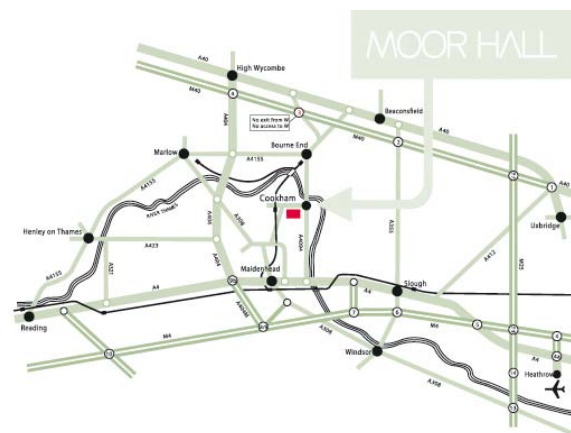
# Our training venue



## 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.

## 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.

## Technical specifications

In order to fully participate in the programme, the minimum hardware and software requirements for your laptop/desktop are as follows:

### Windows

- Microsoft® Windows® XP Professional or Home Edition with Service Pack 2, Windows Vista® or higher
- Internet Explorer v7 or later
- Netscape Navigator v7 or later
- Mozilla Firefox v3 or later
- Microsoft Office 2000 or higher (inc Word, Excel, PowerPoint)

### Windows hardware requirements

- Intel® Pentium® II 450MHz or faster processor or equivalent (1GHz recommended when screen sharing)
- 128MB of RAM minimum



### Macintosh

- Mac OS X v10.4 or later
- Safari 2.0
- Mozilla Firefox 1.5.03

### Mac OS hardware requirements

- PowerPC G3 500MHz or faster or Intel Core™ Duo 1.83GHz or faster processor
- 128MB of RAM

### Additional requirements

- Adobe® Flash® Player v8 or later
- Javascript enabled v6
- Broadband connection (Minimum bandwidth 56Kbps)
- Cookies enabled in your web browser
- Headset (or separate microphone/webcam and earphones) speakers are not recommended due to echo and feedback
- MP3 player (either Windows Media Player, QuickTime, Real player).

To run a diagnostic test, please go to:

[https://admin.acrobat.com/common/help/en/support/meeting\\_test.htm](https://admin.acrobat.com/common/help/en/support/meeting_test.htm) Alternatively, for further

assistance, please call us on: +44 (0)1628 427240.

# 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.

## All-inclusive price

**£1, 850 plus VAT.** Unlike other study centres, our 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.

## 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.



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)**

# Course calendar

	Date	Exam Board	Results
Cohort Starts Online - Online Unit 1 starts	4 May		
Virtual Classroom 1 – Introduction to Marketing	17 May		
Virtual Classroom 2 – Marketing Essentials – Tackling the Exam	14 June		
Online Unit 2 starts	21 June		
Virtual Classroom 3 – Introduction to the Marketing Environment	28 June		
Virtual Classroom 4 – Analysing & Approaching the Case Study	19 July		
Submit Mock Exam – Marketing Essentials	5 Aug		
Case study issued	6 Aug		
Virtual Classroom 5 – Analysing the Case Study	9 Aug		
Virtual Classroom 6 – Feedback on Mock Exam	16 Aug		
Virtual Classroom 7 – Revision – Marketing Essentials	23 Aug		
Virtual Classroom 8 – Revision & Comments on Analysis	31 Aug		
Exam – Marketing Essentials (10 short Qs + Mini case)	7 Sept	Nov 10	3 Dec
Exam – Assessing the Marketing Environment (case study)	8 Sept	Nov 10	3 Dec
Online Unit 3 Starts	13 Sept		
Virtual Classroom 9 – Briefing on Assignment	20 Sept		
Assignment 1: Marketing Information and Research - start	27 Sept		
Virtual Classroom 10 - Marketing Information and Research –progress	18 Oct		
Virtual Classroom 11 – Feedback on draft assignment	15 Nov		
Assignment 1: Marketing Information and Research - hand in	26 Nov	Feb 11	25 Feb 11
Online Unit 4 starts	29 Nov		
Virtual Classroom 12 – Briefing on Assignment	6 Dec		
Assignment 2: Stakeholder Marketing (Work-based Project) - start	13 Dec		
Virtual Classroom 13 - Stakeholder Marketing – Asst progress	17 Jan		
Virtual Classroom 14 – Feedback on draft assignment	15 Feb		
Assignment 2: Stakeholder Marketing (Work-based Project) - hand in	25 Feb	May 11	27 May 11
CERTIFICATE ISSUED	Aug 2011		

Please note: Virtual classroom sessions commence after 7pm BST/GMT. Please contact us for further details.

# Course calendar

	Date	Exam Board	Results
Cohort Starts Online - Online Unit 1 starts	4 May		
Familiarisation session – Introduction to CIMCity	5 May		
Virtual Classroom 1 – Introduction to Marketing	18 May		
Virtual Classroom 2 – Marketing Essentials – Tackling the Exam	15 June		
Online Unit 2 starts	21 June		
Virtual Classroom 3 – Introduction to the Marketing Environment	29 June		
Virtual Classroom 4 – Analysing & Approaching the Case Study	20 July		
Submit Mock Exam – Marketing Essentials	5 Aug		
Case study issued	6 Aug		
Virtual Classroom 5 – Analysing the Case Study	10 Aug		
Virtual Classroom 6 – Feedback on Mock Exam	17 Aug		
Virtual Classroom 7 – Revision – Marketing Essentials	24 Aug		
Virtual Classroom 8 – Revision & Comments on Analysis	1 Sept		
Exam – Marketing Essentials (10 short Qs + Mini case)	7 Sept	Nov 10	3 Dec
Exam – Assessing the Marketing Environment (case study, closed book)	8 Sept	Nov 10	3 Dec
Online Unit 3 Starts	13 Sept		
Virtual Classroom 9 – Briefing on Assignment	21 Sept		
Assignment 1: Marketing Information and Research - start	27 Sept		
Virtual Classroom 10 - Marketing Information and Research – Asst progress	19 Oct		
Virtual Classroom 11 – Feedback on draft assignment	16 Nov		
Assignment 1: Marketing Information and Research - hand in	26 Nov	Feb 11	25 Feb 11
Online Unit 4 starts	29 Nov		
Virtual Classroom 12 – Briefing on Assignment	7 Dec		
Assignment 2: Stakeholder Marketing (Work-based Project) - start	13 Dec		
Virtual Classroom 13 - Stakeholder Marketing – Asst progress	19 Jan		
Virtual Classroom 14 – Feedback on draft assignment	16 Feb		
Assignment 2: Stakeholder Marketing (Work-based Project) - hand in	25 Feb	May 11	27 May 11
CERTIFICATE ISSUED	Aug 2011		

Please note: Virtual classroom sessions commence after 7pm BST/GMT. Please contact us for further details.

# Course calendar

	Date	Exam Board	Results
Cohort Starts Online - Online Unit 1 starts	4 Oct		
Virtual Classroom 1 – Introduction to Marketing	2 Nov		
Virtual Classroom 2 – Marketing Essentials – Tackling the Exam	23 Nov		
Online Unit 2 starts	29 Nov		
Virtual Classroom 3 – Introduction to the Marketing Environment	30 Nov		
Virtual Classroom 4 – Analysing & Approaching the Case Study	21 Dec		
Submit Mock Exam – Marketing Essentials	w/c 24 Jan		
Case study issued	late Jan		
Virtual Classroom 5 – Analysing the Case Study	1 Feb		
Virtual Classroom 6 – Feedback on Mock Exam	8 Feb		
Virtual Classroom 7 – Revision & Comments on Analysis	15 Feb		
Virtual Classroom 8 – Revision – Marketing Essentials	22 Feb		
Exam – Marketing Essentials (10 short Qs + Mini case)	w/c 28 Feb	May 11	end of May
Exam – Assessing the Marketing Environment	w/c 28 Feb	May 11	end of May
Online Unit 3 Starts	7 Mar		
Virtual Classroom 9 – Briefing on Assignment	15 Mar		
Assignment 1: Marketing Information and Research - start	21 Mar		
Virtual Classroom 10 - Marketing Information and Research	5 Apr		
Virtual Classroom 11 – Feedback on draft assignment	3 May		
Assignment 1: Marketing Information and Research - hand in	3 June	July 11	end of Aug
Online Unit 4 starts	13 June		
Virtual Classroom 12 – Briefing on Assignment	21 June		
Assignment 2: Stakeholder Marketing (Work-based Project) - start	27 June		
Virtual Classroom 13 - Stakeholder Marketing	19 July		
Virtual Classroom 14 – Feedback on draft assignment	17 Aug		
Assignment 2: Stakeholder Marketing (Work-based Project) - hand in	2 Sept	Nov 11	early Dec
CERTIFICATE ISSUED	Feb 2012		

Please note: Virtual classroom sessions commence after 7pm BST/GMT. Please contact us for further 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)