

It's time to shine



Professional Certificate in Marketing
(Virtual Learning)

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**

*Requires access to a computer with broadband



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 in London or Moor Hall
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

"The course will help build my career and open several doors".

Course structure and start dates

This programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor-led sessions over a period of ten/eleven 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 February, May and October each year. Please see course schedules on our website for full details.

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.

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.



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

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

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

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 February, May and October each year. Please see course schedules on our website or call the CIM Academy team for exact dates.

All-inclusive price

£1, 850 plus VAT. This includes tuition for the course, 24/7 access to CIMCity and study materials. **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