

**CHARTERED INSTITUTE OF MARKETING
CERTIFICATE IN PROFESSIONAL MARKETING
DISTANCE LEARNING COURSE**

Who is it for?

The new Chartered Institute of Marketing Certificate in Professional Marketing is for those working in supporting marketing roles, usually within the marketing function, but also suitable for individuals in more senior roles, particularly in SMEs, where marketing is only part of what they do, this qualification gives students the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility.

Overview

This course will provide the practicing marketer with:

- ✎ Relevant, contemporary marketing content to equip them for the current global landscape
- ✎ Knowledge, skills and understanding to be able to perform at an operational level and to carry out an essential and successful marketing role in the workplace

The benefits of the Certificate in Professional Marketing

There are many benefits to this qualification, including:

- ✎ Gaining this qualification will begin to open doors that before seemed impossible.
- ✎ Take your next, or even first, steps on the pathway to a successful career in marketing.
- ✎ Add value to your job by understanding marketing tools.
- ✎ Maximise on your professional development: study while working.

Qualification Modules

The Level 4 Certificate in Professional Marketing consists of two mandatory and two elective modules, the whole qualification is awarded with the two mandatory modules and one elective. Each module is an individual Level 4 Award in Professional Marketing.

Modules are:

Mandatory modules

Marketing

- ✎ The role and function of marketing
- ✎ Influences on customer behaviour
- ✎ The marketing environment and its effect on marketing planning
- ✎ Gathering relevant marketing information
- ✎ Marketing mix elements
- ✎ Satisfying customer needs through the marketing mix

Integrated Communication

- ✎ Building cross-functional relationships
- ✎ Harnessing resources to deliver effective marketing solutions
- ✎ Effective communications to deliver value to customers
- ✎ Product and brand management
- ✎ The marketing communications mix
- ✎ Integrated marketing communications

Elective modules

Customer Experience

- ✎ Varying contexts for marketers
- ✎ Importance of customer expectations
- ✎ Dimensions of customer experience
- ✎ Enhancing customer experience
- ✎ Monitor and measure customer experience
- ✎ Using metrics to improve future customer experience

Digital Marketing

- ✎ The disruptive digital environment
- ✎ Impact and influence of the dynamic digital environment
- ✎ Digital tools to enhance marketing
- ✎ Digital platforms and channels in context
- ✎ Digital activities for multichannel marketing
- ✎ Monitoring and measuring digital marketing effectiveness



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Duration

The qualification takes approximately one year to complete although we provide flexibility to meet the needs of the individual student, modules are recommended in the following order:

- Marketing – mandatory module
- Integrated Communications – mandatory module
- Customer Experience or Digital Marketing - elective choice

Assessment Methods

Each module has a separate assessment method:

- ✎ Marketing – multiple choice exam
- ✎ Integrated Communications and Customer Experience – work based assignment
- ✎ Digital Marketing – portfolio of evidence

Materials Provided

- ✎ Online tuition modules for each module – study at your own pace with video tutorials available whenever you are.
- ✎ Course resource manual
- ✎ Case study materials and questions for self-study analysis

Support

- ✎ Full online and telephone support provided for all students during the course for exam, assignment and portfolio preparation
- ✎ For the assignment option full guidance is given throughout the preparation of the assignment.
- ✎ Students are expected to complete past exam questions for exam based modules, full feedback will be given for all questions completed. These are provided as part of the materials provided and are related to the various syllabus elements studied.
- ✎ Face to face discussions arranged on an individual basis where practical.

Cost

- ✎ £1200 for complete course (three modules) fully inclusive, £425 per individual module.
- ✎ Additional fees payable to CIM for membership and assessments

Enrolment and Payment:

To discuss payment and enrolment for the course please contact us - we offer flexible options to suit individual students so please chat to us and find out what would suit you best.

Full terms and conditions available on request

