

**CHARTERED INSTITUTE OF MARKETING  
CERTIFICATE IN PROFESSIONAL MARKETING  
WEEKEND STUDY 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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## CERTIFICATE IN PROFESSIONAL MARKETING WEEKEND STUDY COURSE

### Duration

10 month programme:

- September ⇒ December – Marketing
- January ⇒ March – Integrated Communications
- March ⇒ June – Customer Experience / Digital Marketing

### Delivery format

Three one day workshops per module  
Exam preparation workshop for Marketing – one day  
Individual tutorials for Integrated Communications, Customer Experience and Digital Marketing modules  
Each day being between 6 and 7 hours

### 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

### Dates

Workshops take place at weekends, approximately one weekend every three weeks.

### Materials Provided

- 📖 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

### Venue

- 📖 Clayton Hotel (formerly Bewleys), City Walk, Sweet Street, Leeds, LS11 9AT. Convenient to City Centre, good parking and public transport links.

### Cost

- 📖 £1350 for complete course (three modules) fully inclusive, £475 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

Prices exclude VAT

Web: [www.spa-pa.co.uk](http://www.spa-pa.co.uk)  
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