

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

**Who is it for?**

The Chartered Institute of Marketing Foundation Certificate in Marketing is aimed at those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career. It is also suitable for individuals in more senior roles, particularly in SMEs, where marketing is only part of what they do. Students will be able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

**Overview**

This course will provide students with:

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

**The benefits of the Foundation Certificate in 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 3 Foundation Certificate in Marketing consists of one mandatory and two elective modules, the whole qualification is awarded with the one mandatory modules and one elective. Each module is an individual Level 3 Award. Modules are:

<b>Mandatory module</b>	<p><b>Marketing Principles</b></p> <ul style="list-style-type: none"> <li>✎ The role and function of marketing within organisations</li> <li>✎ Factors that influence consumer behaviour</li> <li>✎ Key components of the marketing environment</li> <li>✎ Collecting relevant information about the marketing environment</li> <li>✎ The concept and elements of the marketing mix</li> </ul>		
	<table border="1"> <tr> <td rowspan="2" style="vertical-align: middle;"><b>Elective modules</b></td> <td> <p><b>Customer Communication</b></p> <ul style="list-style-type: none"> <li>✎ Different types of customers</li> <li>✎ The nature and importance of customer relationships</li> <li>✎ The purpose and process of marketing communications</li> <li>✎ The range of different marketing communications tools available</li> <li>✎ Developing outline marketing communications campaign</li> <li>✎ Putting marketing communications campaigns into practice</li> </ul> </td> <td> <p><b>Digital Essentials</b></p> <ul style="list-style-type: none"> <li>✎ What is meant by digital marketing</li> <li>✎ Key factors that influence the digital consumer</li> <li>✎ Key digital marketing communications tools</li> <li>✎ Developing digital marketing content</li> <li>✎ Develop digital marketing campaigns</li> <li>✎ Methods for measuring digital marketing campaigns.</li> </ul> </td> </tr> </table>	<b>Elective modules</b>	<p><b>Customer Communication</b></p> <ul style="list-style-type: none"> <li>✎ Different types of customers</li> <li>✎ The nature and importance of customer relationships</li> <li>✎ The purpose and process of marketing communications</li> <li>✎ The range of different marketing communications tools available</li> <li>✎ Developing outline marketing communications campaign</li> <li>✎ Putting marketing communications campaigns into practice</li> </ul>
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## **FOUNDATION CERTIFICATE IN MARKETING DISTANCE LEARNING COURSE**

### **Duration**

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

- Marketing Principles – mandatory module
- Customer Communications or Digital Essentials – elective modules

### **Assessment Methods**

Each module has a separate assessment method:

- Marketing Principles – multiple choice exam
- Customer Communications – assignment
- Digital Essentials – assignment

### **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, and assignment 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**

- £700 for complete course (two modules) fully inclusive, £375 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

