

## **CHARTERED INSTITUTE OF MARKETING - PROFESSIONAL QUALIFICATIONS**

### **About SPA Professional Academy:**

We are a Chartered Institute of Marketing Accredited Study Centre and have been delivering professional marketing qualifications in Yorkshire for over 10 years, supporting students to develop their careers in marketing.

### **Qualifications**

The qualifications we offer are:

#### **Foundation Certificate in Marketing**

- For all those who want to find out more about marketing – whether currently in a job that involves marketing or not. It covers the essentials marketing principles and customer communication. The qualification also aims to develop knowledge and skills for people who are working to support others in basic marketing tasks.

#### **Certificate in Professional Marketing**

- This qualification delivers the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility.

#### **Diploma in Professional Marketing**

- This qualification really helps with the 'how to' aspects of strategic marketing planning, enabling people to develop as a 'marketing professional'. The focus moves from the theoretical aspects of marketing towards the many skills needed to manage the function itself - including elements ranging from mastering metrics and through the electives, digital strategy or driving innovation.

#### **Chartered Postgraduate Diploma in Marketing**

- A challenging, high-level marketing qualification that demonstrates specialist professional knowledge across many areas.

#### **CIM Awards in Digital Marketing**

- These awards provide practical knowledge and skills to who wish to increase their capability within digital marketing, enabling creation and execution of digital marketing activities to bring success to the organisation.

#### **Diploma in Digital Marketing**

- This dynamic qualification provides knowledge underpinning the principles of digital marketing and skills to undertake digital marketing planning and implementation using the latest digital technologies.

#### **Advanced Certificate in Professional Sales Management Practice**

- This qualification is for individuals looking to build practical skills in operational sales management or account management.

#### **Diploma in Strategic Sales Practice**

- A qualification designed for commercially experienced sales practitioners, allowing delegates to learn together in a group, openly sharing their knowledge and personal experience.



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**Course delivery**

We offer both evening and weekend study courses in addition to distance learning study for those who prefer the flexibility this provides

**Workshop venues:**

Weekend courses - Clayton Hotel (formerly Bewley's), City Walk, Leeds, LS11 9AT

Evening courses - The Quadrant, 99 Parkway Avenue, Sheffield, S9 4WG.

**Support provided**

For all levels of study students gain a comprehensive support package including:

- Audio Podcast of workshops available after each workshop

- Self study materials

- Email and telephone support

- Assessment feedback during preparation

**Further details:**

Please contact us to get additional information about the qualifications and guidance on which would suit you best.

We offer flexible payment 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