

CHARTERED INSTITUTE OF MARKETING CERTIFICATE IN PROFESSIONAL MARKETING EVENING STUDY COURSE

Who is it for?

The 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 three modules, the whole qualification is awarded with a pass from each module.

Each module is an individual Level 4 Award in Professional Marketing.

Modules are:

Mandatory modules

Applied Marketing

- ✎ Marketing contribution to organisations
- ✎ Customer behaviour across contexts
- ✎ Marketing environment impacts and trends and how they affect marketing
- ✎ Gathering relevant marketing information
- ✎ Application of the marketing mix
- ✎ Satisfying customer needs and business goals through the marketing mix

Planning Campaigns

- ✎ The process of planning a campaign
- ✎ Undertaking a situational analysis
- ✎ Developing a successful campaign plan
- ✎ Implementing a plan in practice
- ✎ Monitoring a marketing campaign
- ✎ Undertaking post campaign evaluation

Customer Insights

- ✎ Varying contexts for marketers
- ✎ Key factors influencing customer behaviour
- ✎ Understand the customer experience
- ✎ Enhancing customer experience
- ✎ Research methods and metrics to monitor customer experiences
- ✎ Apply research approaches to gain insight and inform decision making

Office: **Churchill House, 29 Mill Hill Road,
Pontefract, West Yorkshire, WF8 4HY**

Tel: **01977 649000**

Web: **www.spa-pa.co.uk**

Email: **info@spa-pa.co.uk**



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Duration

10 month programme:
September ⇨ December – Applied Marketing
January ⇨ March – Planning Campaigns
March ⇨ June – Customer Insights

Delivery format

One evening per week
Exam preparation workshop for Applied Marketing
Individual tutorials for Planning Campaigns and Customer Insights modules

Assessment Methods

Each module has a separate assessment method:

- 📖 Applied Marketing – multiple choice exam
- 📖 Planning Campaigns and Customer Insights – work based assignment

Dates

Workshops take place on Tuesday evenings, approximately seven evenings per module.

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

- 📖 The Quadrant, 99 Parkway Avenue, Sheffield, S9 4WG.
Convenient to City Centre, good parking and public transport links.

Cost

- 📖 £1500 for complete course (three modules) fully inclusive, £525 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

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