

**CHARTERED INSTITUTE OF MARKETING  
CERTIFICATE IN PROFESSIONAL MARKETING  
WEEKEND STUDY COURSE - CREWE**

**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 for 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

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## CERTIFICATE IN PROFESSIONAL MARKETING WEEKEND STUDY COURSE

### Duration

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

### Delivery format

Three one day workshops per module  
Exam preparation workshop for Applied Marketing – one day  
Individual tutorials for Planning Campaigns and Customer Insights modules  
Each day being between 6 and 7 hours

### 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 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

- 📖 Ibis Styles, Emperor Way, Crewe, CW1 6BD.  
Convenient to Town 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

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