

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:

Level 3 Foundation Certificate in Marketing/Digital Marketing

- For all those who want to find out more about marketing – whether currently in a job that involves marketing or not. It answers the question: What is marketing? The qualification also aims to develop knowledge and skills for people who are working to support others in basic marketing tasks.

Level 4 Certificate in Professional Marketing/Digital Marketing

- For those working in supporting marketing roles, this qualification provides the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility

Level 6 Diploma in Professional Marketing

- This qualification really helps with the 'how to' aspects of marketing planning, enabling people to develop as a 'marketing professional'. The focus moves from the tactical marketing concepts to the knowledge, skills and understanding to be able to perform at an management level and to carry out an essential and successful professional marketing role in the workplace

Level 6 Diploma in Professional Digital Marketing

- Aimed at the professional marketer working in an operational, supervisory or management role who wishes to develop their knowledge and skills of digital techniques and their application across a range of marketing related areas to succeed and progress their career in marketing.

Marketing Leadership Programme

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

Assessment Methods:

Each module has a separate assessment method:

- Level 3 Marketing Principles, Level 4 Applied Marketing
– multiple choice exam
- All other Level 3, Level 4 and Level 6 Modules
– work based assignment



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Course delivery:

Weekend study workshops

Certificate in Professional Marketing/Digital Marketing: four one day workshops per module

Diploma in Professional Marketing/Digital Marketing: four one day workshops per module

One day exam preparation workshops for exam assessed modules

Individual tutorials for assignment and portfolio assessed modules

Each day being between 6 and 7 hours

Evening study workshops

Certificate in Professional Marketing/Digital Marketing: eight evening workshops per module

Diploma in Professional Marketing/Digital Marketing: eight evening workshops per module

Two evenings exam preparation workshops for exam assessed modules

Individual tutorials for assignment and portfolio assessed modules

Each evening approximately 2½ hours

Distance learning

Online tuition modules for each module – study at your own pace with video tutorials available whenever you are.

Course duration

Each qualification is designed to be undertaken over a 12 month period

Workshop venues:

Weekend courses

- Clayton Hotel (formerly Bewley's), City Walk, Leeds, LS11 9AT
- Ibis Styles Hotel, Emperor Way, Crewe CW1 6BD

Evening courses

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

Materials Provided:

Course resource manual

Case study materials and questions for self-study analysis

Support:

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

- Audio Podcast of workshops available after each workshop
- Full online and telephone support provided for all students during the course for exam, assignment and portfolio preparation
- For the assignment option full guidance is given throughout the preparation of the assignment.
- Candidates 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.

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.



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Full terms and conditions available on request