

CHARTERED INSTITUTE OF MARKETING CERTIFICATE IN PROFESSIONAL MARKETING/DIGITAL MARKETING

Who is it for?

The Chartered Institute of Marketing Level 4 Certificate is for those working in supporting marketing and digital 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 candidates the practical skills and knowledge to devise and execute tactical digital marketing activities and gain marketing credibility.

Overview

This course will provide the practicing marketer with:

- Relevant, contemporary marketing and digital 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 digital marketing role in the workplace

The benefits of the CIM Certificate

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 has two alternative pathways

- the Certificate in Professional Marketing
- the Certificate in Professional Digital Marketing

Each pathway consists of three modules, two of which are shared between the options with an elective determining the qualification awarded. Both qualifications are awarded if both electives are successfully completed

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

Qualification structure is:

Certificate in Professional Marketing:



Diploma in Professional Digital Marketing:



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Course delivery methods

Weekend study workshops (Leeds and Crewe):

- ✎ Four one day workshops per module
- ✎ Workshops take place at weekends, one day every two/three weeks, usually Saturday.
- ✎ Each workshop day being between 6 and 7 hours

Evening study workshops (Sheffield/Live stream):

- ✎ Eight evening workshops per module
- ✎ Each workshop approximately 2½ hours

Distance learning:

- ✎ Online video tuition – study at your own pace with wherever you are.

Venues

- ✎ **Leeds** - Clayton Hotel, City Walk, Sweet Street, Leeds, LS11 9AT.
 - ✎ **Crewe** - Ibis Styles, Emperor Way, Crewe, CW1 6BD.
 - ✎ **Sheffield** - The Quadrant, 99 Parkway Avenue, Sheffield, S9 4WG
- All venues are convenient to Town Centre, good parking and public transport links.

Duration

Face to face/Live stream workshops:

- ✎ 10 month programme:
 - September ⇒ December – Applied Marketing
 - January ⇒ March – Planning Campaigns
 - March ⇒ June – Customer Insights/Digital Marketing Techniques

Distance learning:

- ✎ The qualification takes approximately one year to complete, although we provide flexibility to meet the needs of the individual

Support and Materials Provided

- ✎ Full online and telephone support provided for all students during the course for assignment preparation, individual tutorials for assignment preparation.
- ✎ Course resource manual
- ✎ Online materials to support workshops

Assessment Methods

Each module has a separate assessment method:

- ✎ Applied Marketing – multiple choice exam
- ✎ Planning Campaigns, Customer Insights and Digital Marketing Techniques – employer driven, practitioner based assignments, relevant and appropriate for organisation needs
- ✎ Assignments based on an organisation of choice, with four theme options

Cost

- ✎ Workshops - £1500 complete course, £525 per module
 - ✎ Live Stream - £1350 complete course, £475 per module
 - ✎ Distance learning - £1250 complete course, £425 per module
- All prices exclude VAT
- ✎ 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



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Level 4 Certificate 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

Digital Marketing Techniques

- ▣ Digital marketing tools and techniques
- ▣ Applications of digital marketing
- ▣ Integrating digital and offline marketing
- ▣ Enhancing stakeholder engagement
- ▣ Developing a digital marketing plan
- ▣ Apply and adapt digital marketing analysis

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

