

COURSES FROM CAMBRIDGE MARKETING COLLEGE

# CIM CAM DIGITAL MARKETING and COMMUNICATIONS DIPLOMAS



**NEW DIGITAL  
COURSES  
FOR 2011/12**



[www.marketingcollege.com](http://www.marketingcollege.com)



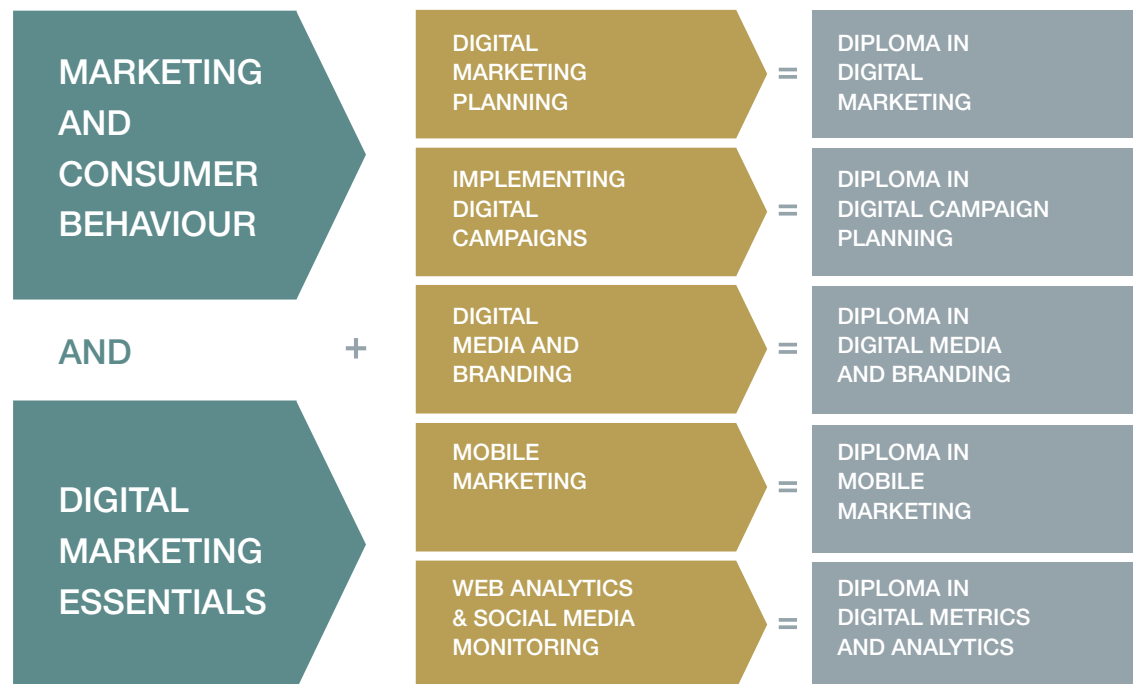
# CIM CAM DIGITAL MARKETING AND COMMUNICATIONS DIPLOMAS

The CIM has launched a new suite of five CAM digital marketing qualifications, including the existing Diploma in Digital Marketing. The five qualifications are:

- CIM CAM Diploma in Digital Marketing
- CIM CAM Diploma in Digital Campaign Planning
- CIM CAM Diploma in Digital Media and Branding
- CIM CAM Diploma in Mobile Marketing
- CIM CAM Diploma in Digital Metrics and Analytics

## Structure

Each of the qualifications consists of three modules. Two of these are core to all five diplomas: Marketing and Consumer Behaviour, and Digital Marketing Essentials. The third is a specialist module specific to each qualification. The diagram below illustrates how the choice of your third module dictates the CIM CAM Diploma you will achieve:



# CIM CAM DIPLOMA IN DIGITAL MARKETING

This dynamic qualification will provide you with knowledge underpinning the principles of digital marketing and skills to undertake digital marketing planning.

## THE FORMAT OF THE NEW DIGITAL QUALIFICATIONS

Each of the digital modules stands as an Award in its own right. Passing the relevant assignment leads to a CIM-CAM Award in that subject. Passing all the modules in a particular course leads to a recognised Diploma and allows progression onto the CIM Professional Diploma if not already completed.

## ENTRY QUALIFICATIONS

To gain entry onto the CAM Diploma in Digital Marketing, you must have either a degree in any discipline, a BTEC in Business Studies or a minimum of 2 years' experience in Sales or Marketing.

## EXEMPTIONS

If you have one of the CIM or CAM Diplomas (after 2006) or a marketing degree you may be exempt from the Marketing and Consumer Behaviour module\*.

## DURATION

Each Module requires 45 hours of study. Delegates should allow 6 – 8 hours home study per module per week. For executives in a full-time position the course usually takes between 6 and 12 months to complete.

## STUDY METHODS

Delegates can choose to study on a Distance Learning or a Taught Course basis or may

combine the two and choose to do some modules by Distance learning and some by Taught Sessions.

The rolling nature of our study programmes at multiple venues means that we are happy to offer you a choice of venues to attend. Just tick the appropriate boxes on the application form.

## ASSESSMENT

Assessment is by assignment for all modules. There are four assessment sessions: March, June, September and December.

\*To check about exemptions please go to [www.camfoundation.com/exemptions](http://www.camfoundation.com/exemptions)

## MARKETING AND CONSUMER BEHAVIOUR

The overall aim is to provide delegates with an awareness of the various elements of the marketing mix and an appreciation of how consumers go about making purchase decisions, in a variety of consumer, business, public service and social market environments. The overall purpose is to understand the theories of marketing through the use of basic psychology and sociology.

Passing all the modules in the Diploma in Digital Marketing allows progression onto the CIM Professional Diploma if not already completed.

## DIGITAL MARKETING ESSENTIALS

The unit has three sections - campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Completing this module alone gives delegates the CAM Award for Digital Marketing Essentials.

## DIGITAL MARKETING PLANNING

This unit aims to provide delegates with the skills and knowledge to understand fundamental digital marketing planning concepts for an organisation. In addition they will explore key factors involved with the implementation, measurement and evaluation of successful campaigns. Similarities and differences covering the mix elements in traditional and digital marketing will be addressed, along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security.

Completing this module alone gives delegates the CAM Award for Digital Marketing Planning.

# CIM CAM DIPLOMA IN DIGITAL CAMPAIGN PLANNING

This Diploma provides delegates with the knowledge and skills to manage digital marketing and communications campaigns and is aimed at the digital practitioner.

## THE FORMAT OF THE NEW DIGITAL QUALIFICATIONS

Each of the digital modules stands as an Award in its own right. Passing the relevant assignment leads to a CIM-CAM Award in that subject. Passing all the modules in a particular course leads to a recognised Diploma and allows progression onto the CIM Professional Diploma if not already completed.

## ENTRY QUALIFICATIONS

To gain entry onto the CAM Diploma in Digital Campaign Planning, you must have either a degree in any discipline, a BTEC in Business Studies or a minimum of 2 years' experience in Sales or Marketing.

## DURATION

Each Module requires 45 hours of study. Delegates should allow 6 – 8 hours home study per module per week. For executives in a full-time position the course usually takes between 6 to 12 months to complete.

## STUDY METHODS

Delegates can choose to study on a Distance Learning or a Taught Course basis or may combine the two and choose to do some modules by Distance Learning and some by taught sessions.

The rolling nature of our study programmes at multiple venues means that we are happy to offer you a choice of venues to attend. Just tick the appropriate box on the application form.

## ASSESSMENT

Assessment is by assignments which can be submitted by March, June, September and December.

## MARKETING AND CONSUMER BEHAVIOUR

The overall aim is to provide delegates with an awareness of the various elements of the marketing mix and an appreciation of how consumers go about making purchase decisions, in a variety of consumer, business, public service and social market environments. The overall purpose is to understand the theories of marketing through the use of basic psychology and sociology.

Passing all the modules in the Diploma in Digital Marketing allows progression onto the CIM Professional Diploma if not already completed.

## DIGITAL MARKETING ESSENTIALS

The unit has three sections - campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Completing this module alone gives delegates the CAM Award for Digital Marketing Essentials.

## IMPLEMENTING DIGITAL CAMPAIGNS

This module equips delegates with the skills to deliver digital communications projects. The unit covers four distinct areas; digital concepts, project delivery, campaign control and evaluation, and future trends.

The unit will also look at the fast changing landscape of social networking and the part it plays within the digital mix, the key components of a brand and how these can be enhanced through the integration of communication media.

Completing this module alone will give delegates the CAM Award for Implementing Digital Campaigns.

# CIM CAM DIPLOMA IN DIGITAL MEDIA AND BRANDING

This dynamic qualification will provide you with the knowledge underpinning the principles of digital marketing and the skills to evaluate and integrate digital media.

## THE FORMAT OF THE NEW DIGITAL QUALIFICATIONS

Each of the digital modules stands as an Award in its own right. Passing the relevant assignment leads to a CIM-CAM Award in that subject. Passing all the modules in a particular course leads to a recognised Diploma and allows progression onto the CIM Professional Diploma if not already completed.

## ENTRY QUALIFICATIONS

To gain entry onto the CAM Diploma in Digital Media and Branding, you must have either a degree in any discipline, a BTEC in Business Studies or a minimum of 2 years' experience in Sales or Marketing.

## DURATION

Each Module requires 45 hours of study. Delegates should allow 6 – 8 hours home study per module per week. For executives in a full-time position the course usually takes between 6 to 12 months to complete.

## STUDY METHODS

Delegates can choose to study on a Distance Learning or a Taught Course basis or may combine the two and choose to do some modules by Distance Learning and some by taught sessions.

The rolling nature of our study programmes at multiple venues means that we are happy to offer you a choice of venues to attend. Just tick the appropriate box on the application form.

## ASSESSMENT

Assessment is by assignments which can be submitted by March, June, September and December.

## MARKETING AND CONSUMER BEHAVIOUR

The overall aim is to provide delegates with an awareness of the various elements of the marketing mix and an appreciation of how consumers go about making purchase decisions, in a variety of consumer, business, public service and social market environments. The overall purpose is to understand the theories of marketing through the use of basic psychology and sociology.

Passing all the modules in the Diploma in Digital Marketing allows progression onto the CIM Professional Diploma if not already completed.

## DIGITAL MARKETING ESSENTIALS

The unit has three sections - campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Completing this module alone gives delegates the CAM Award for Digital Marketing Essentials.

## DIGITAL MEDIA AND BRANDING

Delegates will evaluate all the key channels used for communicating with the customer and ascertain how they are evolving and can be integrated.

In addition to the new models governing digital communications, this unit also features a future trends section, which will be regularly updated, and will consider web 4.0, new influence models and the growing impact of neuroscience on digital communications practice.

Completing this module alone will give delegates the CAM Award for Integrating Digital Media and Branding.

# CIM CAM DIPLOMA IN MOBILE MARKETING

This dynamic qualification will provide you with the knowledge underpinning the principles of digital marketing and the skills to undertake effective mobile marketing.

## THE FORMAT OF THE NEW DIGITAL QUALIFICATIONS

Each of the digital modules stands as an Award in its own right. Passing the relevant assignment leads to a CIM-CAM Award in that subject. Passing all the modules in a particular course leads to a recognised Diploma and allows progression onto the CIM Professional Diploma if not already completed.

## ENTRY QUALIFICATIONS

To gain entry onto the CAM Diploma in Mobile Marketing, you must have either a degree in any discipline, a BTEC in Business Studies or a minimum of 2 years' experience in Sales or Marketing.

## DURATION

Each Module requires 45 hours of study. Delegates should allow 6 – 8 hours home study per module per week. For executives in a full-time position the course usually takes between 6 to 12 months to complete.

## STUDY METHODS

Delegates can choose to study on a Distance Learning or a Taught Course basis or may combine the two and choose to do some modules by Distance Learning and some by taught sessions.

The rolling nature of our study programmes at multiple venues means that we are happy to offer you a choice of venues to attend. Just tick the appropriate box on the application form.

## ASSESSMENT

Assessment is by assignments which can be submitted by March, June, September and December.

## MARKETING AND CONSUMER BEHAVIOUR

The overall aim is to provide delegates with an awareness of the various elements of the marketing mix and an appreciation of how consumers go about making purchase decisions, in a variety of consumer, business, public service and social market environments. The overall purpose is to understand the theories of marketing through the use of basic psychology and sociology.

Passing all the modules in the Diploma in Digital Marketing allows progression onto the CIM Professional Diploma if not already completed.

## DIGITAL MARKETING ESSENTIALS

The unit has three sections - campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers

Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Completing this module alone gives delegates the CAM Award for Digital Marketing Essentials.

## PRINCIPLES OF MOBILE MARKETING

This unit will provide an introduction to good practice in mobile marketing and explore how it fits within the communications mix. It will also look at ways in which the channel can be maximised and how success in mobile marketing can be measured. It will :-

- define the concept of mobile marketing, and describe its

evolution with respect to hardware, software, service provision, supply and as a medium for advertising and communication

- assess the range of opportunities that a mobile environment provides to marketers
- assess the reasons why mobile devices are used and the resulting impact on marketing communications decisions
- plan and evaluate mobile marketing activities
- design and develop a marketing concept using a mobile application
- describe future developments in mobile marketing

Completing this module alone will give delegates the CAM Award for Principles of Mobile Marketing.

# CIM CAM DIPLOMA IN DIGITAL METRICS AND ANALYTICS

This dynamic qualification will provide you with the knowledge underpinning the principles of digital marketing and the skills to handle digital metrics and analytics.

## THE FORMAT OF THE NEW DIGITAL QUALIFICATIONS

Each of the digital modules stands as an Award in its own right. Passing the relevant assignment leads to a CIM-CAM Award in that subject. Passing all the modules in a particular course leads to a recognised Diploma and allows progression onto the CIM Professional Diploma if not already completed.

## ENTRY QUALIFICATIONS

To gain entry onto the CAM Diploma in Digital Metrics and Analytics, you must have either a degree in any discipline, a BTEC in Business Studies or a minimum of 2 years' experience in Sales or Marketing.

## DURATION

Each Module requires 45 hours of study. Delegates should allow 6 – 8 hours home study per module per week. For executives in a full-time position the course usually takes between 6 to 12 months to complete.

## STUDY METHODS

Delegates can choose to study on a Distance Learning or a Taught Course basis or may combine the two and choose to do some modules by Distance Learning and some by taught sessions.

The rolling nature of our study programmes at multiple venues means that we are happy to offer you a choice of venues to attend. Just tick the appropriate box on the application form.

## ASSESSMENT

Assessment is by assignments which can be submitted by March, June, September and December.

## MARKETING AND CONSUMER BEHAVIOUR

The overall aim is to provide delegates with an awareness of the various elements of the marketing mix and an appreciation of how consumers go about making purchase decisions, in a variety of consumer, business, public service and social market environments. The overall purpose is to understand the theories of marketing through the use of basic psychology and sociology.

Passing all the modules in the Diploma in Digital Marketing allows progression onto the CIM Professional Diploma if not already completed.

## DIGITAL MARKETING ESSENTIALS

The unit has three sections - campaign tools, their application, and monitoring digital marketing. More specifically, the unit covers Search Engine Optimisation (SEO), Pay-per-click (PPC), new and emerging advertising media, email marketing, viral marketing, online PR, affiliate marketing and social media, digital metrics in the form of Voice of the Customer (VOC), A/B Tests and Usability studies, legislation, regulations and codes of practice.

Completing this module alone gives delegates the CAM Award for Digital Marketing Essentials.

## WEB ANALYTICS AND SOCIAL MEDIA MONITORING

The unit will explore basic online research principles and then examine two themes: web analytics and social media monitoring. Web analytics reviews the effectiveness of company communications and customer interactions on a range of digital marketing platforms including website, social media presences and mobile marketing. Social media monitoring involves using tools to listen to conversations about a brand across digital platforms and taking appropriate action.

The unit focuses on developing an understanding of KPIs, selecting measurement tools, analysing reports to improve performance and creating tests to improve owned and bought media messages.

Completing this module will give delegates the CAM Award for Web Analytics and Social Media Monitoring.

# CIM CAM DIPLOMA IN MARKETING COMMUNICATIONS

The CAM Diploma in Marketing Communications qualification is ideal for anyone working (or wanting to work) in marketing communications. The qualification is designed to meet the needs of communications practitioners. The course teaches practical skills which can be used in the workplace immediately, as well as the underpinning theory of marketing communications.

## WHAT IS CAM?

The Communication, Advertising and Marketing Foundation (known as CAM) is an industry led organisation founded over thirty years ago to train marketers in communication skills. Since 2000 CIM has managed and awarded the CAM qualifications.

## ENTRY QUALIFICATIONS

To gain entry onto the CAM Diploma in Marketing Communications, you must have either a degree in any discipline, a BTEC in Business Studies or a minimum of 2 years' experience in Sales or Marketing.

## EXEMPTIONS

If you have one of the CIM Diplomas (after 2006) or a Degree in Marketing, you may be exempt from the Marketing and Consumer Behaviour module.

## DURATION

Each Module requires 45 hours of study. Delegates should allow 6 – 8 hours home study per module per week. For executives in a full-time position the course usually takes between 12 to 18 months to complete.

## STUDY METHOD

Delegates may study via distance learning or attend Saturday Seminars in Bristol, Edinburgh and Guildford or Executive Weekend Programmes at our Cambridge or Manchester Study Centres.

## ASSESSMENT

The modules assessed by assignment can be submitted in March, June, September and December. Examinations will be assessed only in June and December.

## MARKETING AND CONSUMER BEHAVIOUR

The overall aim is to provide delegates with an awareness of the various elements of the marketing mix and an appreciation of how consumers go about making purchase decisions, in a variety of consumer, business, public service and social market environments. The overall purpose is to understand the theories of marketing through the use of basic psychology and sociology.

*Assessment is by assignment*

## ADVERTISING

The key objective is to ensure delegates understand the role and practice of advertising within marketing. In particular, you will consider the different types of advertising, learn how to plan and create advertising campaigns and consider the role and responsibilities of agencies and media owners.

*Assessment is by exam*

## INTEGRATED MEDIA

The aim of this module is to explore the principles of media research, media selection and campaign planning. You will consider the range and scope of mass UK media, opportunities for advertising creativity and the impact of new technology.

*Assessment is by assignment*

## PUBLIC RELATIONS

In this module, you will learn about the history and definitions of PR, its function and the different needs of varying audiences. In particular, you will assess the range of different PR techniques and uses as well as learning how to compile an effective PR plan.

*Assessment is by exam*

## SALES PROMOTION AND DIRECT MARKETING

You will acquire a good working understanding of the range of sales promotion practices and study the nature and scope of direct marketing, allowing you to deliver an effective direct marketing campaign.

*Assessment is by exam*

# COURSE FEES 2011

(College fees include tutorial support, all study guides on CD-Rom, and books)

<b>CIM CAM DIGITAL DIPLOMAS*</b>		Total inc VAT
Distance Learning 12 months support	1200.00	1440.00
Taught Classes	1350.00	1620.00

<b>CIM CAM DIPLOMA IN MARKETING COMMUNICATIONS</b>		Total inc VAT
Distance Learning 12 months support	1385.00	1662.00
Distance Learning 24 months support	1685.00	2022.00
Saturday Seminars 24 months support	1885.00	2262.00
Executive Weekend 24 months support	1985.00	2382.00

<b>INDIVIDUAL MODULES</b> Price includes text books		Total + VAT
Distance Learning	400.00	480.00
Taught courses	450.00	540.00

\*If you are exempt from the Marketing and Consumer Behaviour Module the fee is reduced by £375.00 + VAT for Distance Learning and £450.00 + VAT for Taught Classes

# FINANCE MATTERS 2011

## COMPANY SPONSORED DELEGATES

### DISCOUNTS FOR MORE THAN ONE DELEGATE

Discounts are available for multiple applications made at the same time.

## SELF FUNDING DELEGATES

### PAYING BY INSTALMENTS

An initial payment of £425 (inc. VAT) is payable upon application with the remainder of the fees to be paid in 8 monthly installments by Direct Debit only.

An administration fee of £50 will be applied to those opting for split payments.

### CIM /CAM FEES

The College fees do not include your CIM/CAM Membership and Assessment Fees which currently are £140 per annum for Membership for each of the CAM Diplomas; £255 for Assessment for each of the Digital Diplomas; and £385 for Assessment for the Diploma in Marketing Communications.

### TUTOR SUPPORT IS FOR TWO YEARS WITH THE FOLLOWING EXCEPTIONS:

*Distance Learning Programmes offer either 1 years support (Distance Learning I) or 2 years support (Distance Learning II).*

### ACCOMMODATION

The College does not have overnight accommodation and this is not included in your course fees. Hotels may be booked at preferential rates through our accommodation partner, International Reservations on 0845 345 2641.

### CANCELLATIONS

Once an invoice has been raised, it must be honoured. Cancellations may be made up to 30 days from date of letter of acknowledgement and a full refund will be made less £125.00 + VAT for administration charges. Cancellations after that date will not be eligible for a refund although delegate substitutions may be allowed (*see our Terms & Conditions on reverse of Application Form*).

### PAYMENT BY CREDIT/DEBIT CARDS

The College accepts the following cards – AMEX, VISA, MasterCard and Maestro / Switch.

# PROGRAMME APPLICATION FORM FORMS CAN BE FAXED TO 0844 2250520

## PERSONAL DETAILS

Title \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Home address \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_

Daytime Delivery Address (Study Materials will need to be signed for) \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_

Daytime Tel \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

CIM number (if known) \_\_\_\_\_

## PROGRAMMES

	Distance Learning I	Distance Learning II	Taught Courses*	
CIM CAM Diploma in Marketing Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*Please tick location box from the list below
Diploma In Digital Marketing	<input type="checkbox"/>		<input type="checkbox"/>	
Diploma In Mobile Marketing	<input type="checkbox"/>		<input type="checkbox"/>	
Diploma In Digital Campaign Planning	<input type="checkbox"/>		<input type="checkbox"/>	
Diploma In Digital Media & Branding	<input type="checkbox"/>		<input type="checkbox"/>	
Diploma In Digital Metrics and Analytics	<input type="checkbox"/>		<input type="checkbox"/>	
Individual module** (please state) _____	<input type="checkbox"/>		<input type="checkbox"/>	**Individual modules come with 6 months support
I am exempt from Marketing and Consumer Behaviour		<input type="checkbox"/>		

## LOCATION

(where attending the taught course)

Bristol

Cambridge

Edinburgh

Guildford

Manchester

Tick for printed study guides £25 per guide

## PAYMENT DETAILS

(Cheques to be made payable to Cambridge Marketing College Ltd)

Please remember to include VAT

I enclose my full course fee  £ \_\_\_\_\_ I enclose my initial split payment fee\*  £425

I enclose my single module fee of  £ \_\_\_\_\_

\*Direct Debit forms to be completed; contact the College for further details

Please charge my debit/credit card

Master Card  Visa  Amex  Switch Maestro  Issue No

Card No           Start Date     Expiry Date

Security Code

Account Name \_\_\_\_\_ Signature \_\_\_\_\_

Please invoice my company  \_\_\_\_\_ PO number \_\_\_\_\_

Company's name \_\_\_\_\_ Attention of \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone No \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Send completed application and cv (if not already supplied) to: [katrina@marketingcollege.com](mailto:katrina@marketingcollege.com)

Or post to:

**Cambridge Marketing College**

**Cygnus Business Park, Swavesey Cambridge CB24 4AA**

## TERMS AND CONDITIONS

Signing the application form confirms that you have read, understood and unconditionally accepted the following points:

1. It is the responsibility of each applicant to satisfy the entry requirements of the Chartered Institute of Marketing (CIM) or CAM Foundation (as applicable). Every assistance will be provided by Cambridge Marketing Colleges (CMC) to enable the applicant to obtain this information from the CIM or CAM.
2. All CIM or CAM registration and examination fees are payable direct to the CIM or CAM. Payment of CMC registration fees should be made by cheque, payable to Cambridge Marketing College and must accompany the application form for a place to be reserved. Tuition fees must be paid in advance of the commencement of the course or as agreed with the College.
3. All copy right on material provided by CMC is the property of CMC.
4. CMC tuition fees do not include: Social Evenings.
5. CMC reserves the right to revise tuition fees at any time.
6. CMC reserves the right to cancel a course or change the schedule for any course, in which case all delegates will be given due notice and also given the options of change or cancellation. In the case of cancellation of a course by CMC prior to commencement, a full refund will be given.
7. CMC accepts no liability to provide extra tuition because of delegate absence through, for example, illness.
8. CMC reserves the right to refuse any bookings.
9. It is a condition of enrolment that a delegate thereby agrees:
  - (a) To take reasonable care of the health and safety of themselves and of the other persons who may be affected by his acts or omissions.
  - (b) To co-operate with all members of the CMC staff in maintaining the requirements of the Health and Safety at Work (1974) Act.
  - (c) Not to interfere with, intentionally or recklessly, nor to misuse anything provided in the interest of health and safety or welfare in the CMC.
  - (d) The CMC accepts no liability for injury or accident however caused whilst in attendance at the College premises.
10. Tutor Support is for two years with the following exceptions: Tuition Support for Distance Learning Programmes is for one year's duration. Extensions may be agreed at CMC discretion.

### IMPORTANT NOTES

The formation or continuation of any course or class is dependent upon adequate delegate enrolment and attendance.

The CMC undertakes to take all reasonable steps to provide educational services in the manner set out in the Introductory Pack and in other documents. Should industrial action or other circumstances beyond the control of the CMC interfere with its ability to provide such services, the CMC undertakes to use all reasonable steps to minimise the resultant disruption to educational services. The CMC does not undertake any absolute obligation whatsoever to provide educational services in the manner specified in the Introductory Pack or in any other document, nor does it undertake any other obligation in respect of the provision of educational services which is more onerous than the obligations set out herein.

Should you become a delegate of the CMC, this notice shall be a term of any contract between you and the CMC. Any offer of a place made to you by the CMC is made on the basis that in accepting such an offer you signify your consent to the incorporation of this notice as a term of any such contract.

The CMC leaflet is issued for information purposes only, and whilst every care has been taken in its preparation, the CMC cannot accept liability for the consequences of any inaccuracy. It is issued on the express condition that all matters covered in it are subject to change from time to time. In particular, the CMC reserves the right, in every case, at its discretion and for whatever reason, to amend fees, and to alter or not to alter classes, courses, parts of courses and other opportunities to study. Any doubt or ambiguity arising from the interpretation of any provision in the CMC leaflet shall be decided solely by the CMC in accordance with English Law.

Whilst every care is taken to ensure that advice given as part of any teaching/training programme is correct, neither CMC nor its lecturers or any other staff will accept responsibility for any loss, damage, etc., howsoever arising occasioned by the implementation of such advice. CMC is an equal opportunities training establishment and will not discriminate on the basis of age, gender, race or religion.

CMC reserves the right to vary these Terms and Conditions.

### CANCELLATIONS

Cancellations may be made up to 30 days from date of letter of acknowledgement and a full refund will be made less £125.00+ VAT for administration charges. Cancellations after that date will not be entitled to a refund.

## CIM CAM DIGITAL MARKETING DIPLOMAS

### CIM PROFESSIONAL COURSES 2012/13

Modules	Cambridge Executive Weekends	Manchester Executive Weekends	Bristol Saturday Seminars	Edinburgh Saturday Seminars	Guildford Saturday Seminars
Marketing & Consumer Behaviour	29 & 30 Sept 2012	29 & 30 Sept 2012	29 Sept & 13 Oct 2012	6 & 13 Oct 2012	6 & 27 Oct 2012
Digital Marketing Essentials	Tuesday 26 Jun 2012	13 Oct 2012	17 Nov 2012	3 Nov 2012	17 Nov 2012
Digital Marketing Planning	Monday 25 Jun 2012	DL	24 Nov 2012	2 Feb 2013*	DL
Implementing Digital Campaigns	Wednesday 27 Jun 2012	DL	DL	DL	DL
Digital Media & Branding	27 Jan 2013	DL	9 Feb 2013	16 Feb 2013	DL
Web Analytics	Thursday 28 Jun 2012	DL	DL	DL	DL
Mobile Marketing	Friday 29 Jun 2012	DL	DL	DL	DL

**These courses can be studied by Distance Learning wherever you are located or via classes (where offered) followed by online tutor support.  
DL indicates this module is taught by Distance Learning.**