

EVENING CLASSES IN LONDON 2012/13

Evening Classes offer a very convenient method of gaining a professional qualification: providing constant access to expert tutors, a regular stimulus to maintain your studying, online support when you are not in class and the opportunity to develop a support network that will last you through your career. Cambridge Marketing College has been offering Evening Classes for over 20 years to a highly effective formula with very impressive pass rates. Shown below are our pass rates for December 2011:-

Professional Certificate	100%
Professional Diploma	86%

Our classes offer high quality tutoring from marketing experts. Delegates attend for one evening a week on their chosen course to complete with 12-18 months.

Delegates attending Evening Classes will receive the full study pack of text books and study guides so that you do not have to spend time and resource in finding the right materials. All are delivered to your workplace. This highly convenient and cost-effective study option includes:

- ✓ Attendance at 8 evening lectures per module (between 6pm and 8pm)
- ✓ Complimentary refreshments during the evening
- ✓ College Study Guides for each module
- ✓ Selected textbooks
- ✓ Specialist tutors for each module
- ✓ Revision sessions for examined modules
- ✓ Exam preparation and assignment briefing webinars
- ✓ Support for up to 24 months
- ✓ Online support through the College website including:
Webinars, Podcasts, Tutor Blog, RSS Marketing News, Bulletin Board and Tutor Notes

Overleaf are the timetables for 2012/13; the potential entry points indicated with an asterisk. Delegates start the course with the most appropriate module.

The deadline for enrolment is three weeks prior to the first taught session.

COLLEGE FEES

FEES (TO ATTEND EVENING CLASSES)	
CIM Professional Certificate	£1885+VAT
CIM Professional Diploma	£2085+VAT
The fees include delivery of materials within the UK. The Course fees do not include your CIM annual membership fee which are currently:	
Professional Certificate £120	Professional Diploma £200

You should also budget c £300-£360 for assessment fees for CIM and c £255-£365 for CAM which are paid to CIM/CAM as you progress through the course.

If you are self-funding (rather than sponsored by your employer), you may split the College fees over 9 months. There is an admin fee of £50 for this option.



Evening Class Timetable – London 2012/13

All evening lectures are held from 6 pm to 8 pm

Professional Certificate in Marketing				
	W/C 2 Jul to 20 Aug 2012	W/C 24 Sept to 12 Nov 2012	W/C 28 Jan to 18 Mar 2013	W/C 8 Apr to 27 May 2013
Wednesday	Assessing the Marketing Environment*	Stakeholder Marketing*	Marketing Essentials*	Marketing Information & Research*
Professional Diploma in Marketing				
		W/C 24 Sept to 12 Nov 2012	W/C 28 Jan to 18 Mar 2013	W/C 1 Apr to 20 May 2013
Wednesday		Marketing Planning Process*	Managing Marketing	Developing Customer Value Through Marketing*



Our evening classes take place at:
Institute of Practitioners in Advertising
44 Belgrave Square
London
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www.marketingcollege.com