

GUILDFORD SATURDAY SEMINARS 2012/13

CIM PROFESSIONAL COURSES

As delegates are continually stretched by longer working hours, standard evening classes are near impossible for busy talented executives; consequently, we offer Saturday Seminars. These classes offer high quality tuition at a convenient time. Seminars start at 9.30am and conclude at 5pm, leaving enough weekend for rest and relaxation.

Delegates on the Saturday Seminars will receive the full study pack of books and study guides so that you do not have to spend time and resources in finding the right materials. All are delivered to your workplace.

This convenient and cost-effective study option includes:

- ✓ Attendance at taught Saturday Seminars
- ✓ Lunch and refreshments on each day of the seminars
- ✓ 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

Below are the timetables for 2012/13. The potential entry points are indicated with an asterisk. Delegates start with the appropriate module and attend each as timetabled below. Should exceptional personal circumstances arise, delegates may request, at the approval of the Registrar, attendance at a later date.

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

DATES 2012	GUILDFORD Professional Certificate	GUILDFORD Professional Diploma	GUILDFORD Postgraduate Diploma
22 Sept		Marketing Planning Process 1 *	
6 Oct		Marketing Planning Process 2	Emerging Themes *
13 Oct	Marketing Essentials 1 *		
27 Oct	Marketing Essentials 2		
2013			
Assessments Nov/Dec 2012			
2 Feb		Managing Marketing 1	
16 Feb		Managing Marketing 2	
6 Apr	Assessing the Marketing Environment 1 *	Developing Customer Value Through Marketing 1 *	
27 Apr	Assessing the Marketing Environment 2	Developing Customer Value Through Marketing 2	
Assessments May/June 2013			
20 Jul		Project Management in Marketing 1	Managing Corporate Reputation
3 Aug		Project Management in Marketing 2	
Assessments Nov/Dec 2013			
Assessments are held in March, June, September & December each year. Specific dates can be found on our website.			

NB: The following modules are not offered as taught classes in Guildford. You may either attend our Executive Weekend classes in Cambridge or you may distance learn.

CIM Professional Certificate:
Stakeholder Marketing & Marketing Information & Research
CIM Postgraduate Diploma:
Analysis & Decision & Marketing Leadership and Planning



CIM CAM-DIPLOMAS

COLLEGE FEES

FEES (TO ATTEND SATURDAY SEMINARS)	
CIM Professional Certificate (including attendance for two modules in Cambridge)	£1885+VAT
CIM Professional Certificate (Attendance at Saturday Seminars for two examined modules and 12 months distance learning support for two assignment modules)	£1585+VAT
CIM Professional Diploma	£2085+VAT
CIM Postgraduate Diploma (including attendance for two modules in Cambridge)	£2485+VAT
The fees include delivery of materials within the UK. The Course fees do not include your CIM annual membership fee which are currently:	
CAM Diploma £140	Professional Diploma £200
Professional Certificate £120	Postgraduate Diploma £280

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.

LOCATION

The Study Centre is based at Barnet Hill Conference Centre, a beautiful Queen Anne-style property located just outside Guildford in Surrey. It creates a distraction-free environment for our courses. The centre is four miles from Guildford and conveniently close to the M25 and the M3 and 15 minutes away by taxi from the Railway Station.

