

# Professional Marketing Qualifications



**CIM  
DIPLOMA  
IN HOSPITALITY  
AND TOURISM  
MARKETING**

# CIM DIPLOMA IN HOSPITALITY AND TOURISM

This Diploma provides delegates with an introduction to the key concepts and principles of services marketing as they apply to the hospitality, travel and tourism industries. This broad-based qualification, designed with an international focus, addresses differences between the hospitality, travel and tourism and other industries and provides delegates with practical and operational marketing skills for junior or supporting roles in marketing or supervisory management in all sectors of the rapidly expanding international visitor economy.

This is an exciting time for the hospitality and tourism sector:

- WTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020 - up from just over 1 billion in 2010.
- Domestic and overseas visitors put an estimated £115bn a year into the UK economy and foreign visitors' spending could almost double from £16bn to £31bn by 2020.
- The number of jobs directly and indirectly linked to tourism could rise by 264,000 to 2.89 million in that time according to a recent study by VisitBritain.
- The study predicts that favourable exchange rates and the prospect of the 2012 Olympics mean the tourism sector is likely to grow by 3.5% per annum between 2010 and 2020.

This growth has created exciting opportunities for marketers focused on the hospitality and tourism sectors and the CIM Diploma in Hospitality and Tourism is designed to enable marketers to capitalise on these.

## ENTRY QUALIFICATIONS

You must be educated to at least A Level standard or equivalent, and have a recognised UK degree or equivalent level 5 or 6 qualification, or a relevant level 3 or above qualification in Tourism or Marketing (e.g. CIM Professional Certificate in Marketing). Business or marketing experience would be an advantage but is not essential.

## DURATION

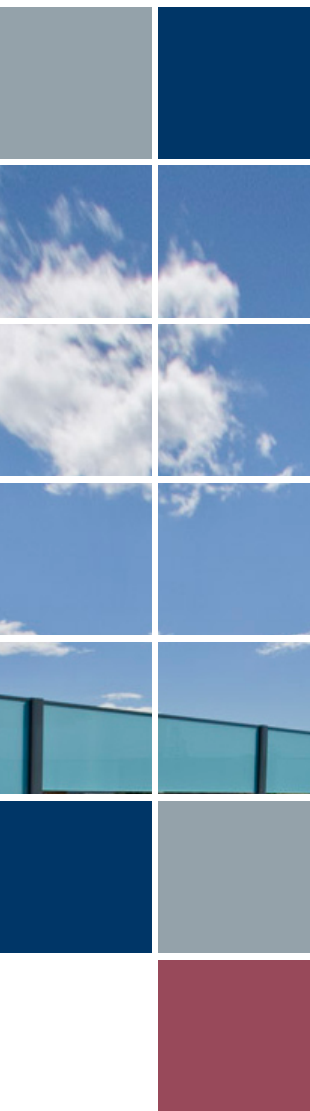
Each module requires 45 hours of study. Delegates should allow 6-8 hours home study per module per week. For executives in a full-time position the course usually takes 12 months to complete.

## STUDY METHODS

The course is available by Saturday Seminars in Bristol or by Distance Learning over 12 months. Delegates wishing to extend their studies may do so on a modular basis.

## SUPPORTING MATERIALS

All delegates are provided with Study Guides, text books and full access to the CMC Learning Zone.



## THE MODULES

### MARKETING AND CONSUMER BEHAVIOUR

This module provides 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*

### HOSPITALITY AND SERVICES MARKETING

This module covers the underlying principles of marketing tourism services, as well as introducing the key aspects of quality and service management theory particularly as they are applied to marketing in a variety of hospitality, leisure and tourism businesses and contexts. It also explores the operational aspects of management within the world of tourism. There is a particular emphasis on the tourism destination because of its crucial role as the outward-facing element of tourism marketing and the focus of the overall tourist experience. *Assessment is by Assignment*

### TOURIST MOTIVATION AND BEHAVIOUR

This module introduces delegates to a range of consumer behaviour theories within the context of the diverse international hospitality and tourism industry. By considering these basic behavioural concepts together with an overview of the marketing research process, this module provides the skills and knowledge needed to undertake effective market segmentation and provides the structure and direction for successful hospitality and tourism marketing practice. *Assessment is by Assignment*

## COURSE FEES AND STUDY METHOD

Course	Study method	College Fee (exc. VAT)	College fee (inc. VAT at 20%)	CIM Membership & Assessment Fees*
CIM Professional Diploma in Hospitality & Tourism Marketing	Bristol Saturday Seminars	£1350	£1620	£140 / £255
	Distance Learning (12 months support)	£1200	£1440	£140 / £255

## APPLICATIONS

You can enrol online by visiting: [www.marketingcollege.com](http://www.marketingcollege.com) or complete the attached application form. For further information please Email [katrina@marketingcollege.com](mailto:katrina@marketingcollege.com) or call her on 01954 234940.

## Take their word for it

"I would also like to take this opportunity to say that to date the quality of information and service provided has been second to none - in fact I would go so far as to say the difference is like night and day between my previous college and Cambridge Marketing College." *Gemma Nicoll, Professional Diploma Delegate, Edinburgh*

"Enjoying the course a lot! Helped me in my job interviews." *Professional Certificate Delegate* "Steve was an excellent tutor - very thorough!" *Professional Certificate Evening Class Delegate* "I just managed to check my results for the SMiP and had a B. Thanks a million for all your support and guidance - it was really a pleasure being tutored by you. I will definitely stay in touch as I aim to start implementing some of the strategies we covered." *Adebayo Onigbanjo, Nigerian Delegate studying the Postgraduate Diploma by Distance Learning in the USA* "I've had my results today, two Bs, which is great" "Thank you for all your help throughout the course, all of the tutors have been so helpful whilst completing assignments and the feedback has been so useful." *Distance Learning Delegate* "The course has already helped me secure six interviews within a diverse range of industry sectors as a direct result of this being on my cv and also contributed towards me getting an online content manager role within a major retail group. Commercially the course is a great success and candidates will really benefit from this." *CAM Digital Programme Delegate* "Excellent tutor. Informative, professional, relevant, up to date examples, kept attention and made it interesting!" *Professional Diploma Delegate (Edinburgh)* "I'd also like to say that at every instance the college has impressed me with speed of response and efficiency, which is not true of every business. I would have no hesitation in recommending you based on my experiences so far - thanks!" *Professional Diploma Distance Learning Delegate* "There is absolutely no way that I would have been able to write my marketing strategy without doing that marketing planning module - so thanks for all your help." *Arts Diploma Delegate (whose marketing strategy has just been approved by her organisation's Board)* "First of all I wish to thank you for the efficient service and commitment - I was very surprised to see an immediate contact from your end." *PG Diploma Distance Learning Delegate* "just wanted to say :) Thank you :) for all your help with the Marketing Planning module I took for the CIM Diploma. I'm pleased to say I passed the diploma but would not have been able to without the support and feedback provided by you and everyone who I encountered at Cambridge Marketing College. I wish you all the best for the future" *Professional Diploma Distance Learning Delegate* "I am really enjoying studying towards the CIM Professional Diploma in Sports Marketing. It has allowed me to combine my interest in both marketing and sport and improve my chances of landing a role in the industry. I find the course very interesting, my personal tutor has been extremely helpful and I have already learnt a lot. I hope it helps me to land the role I am looking for and would recommend it to anyone else in a similar position to myself." *Pete Brudenell, Sports Diploma Delegate* "The diploma proved really interesting, I liked the way you had to relate the theory to a real organisation and it gave me a better understanding of how Badminton England was run and an appreciation of the work that goes on behind the scenes. I would highly recommend undertaking the sports marketing diploma as it gave me a much better understanding as to how the organisation I was working for operated." *Natalie Munt, Sports Diploma Delegate*

"I have been associated with the founder, Charles Nixon, the Directors and Faculty of Cambridge Marketing Colleges since it was founded over 18 years ago. Throughout this period I have been so impressed with the quality of their teaching and their total commitment to their students and delegates, that I was delighted to accept their invitation to become Academic Advisor, a role I take very seriously. As a Professor at Cranfield, Henley, Warwick, Aston and Bradford Business Schools, as well as being Vice-Dean of CIM's Academic Senate, I keep fully abreast of the latest developments in marketing practice and education and I have no hesitation in recommending CMC to anyone interested in furthering their career in marketing. "A fantastic success story. A deserved market leader" - I mean every word!" *Emeritus Professor Malcolm McDonald, 2009*

"The experience and knowledge of CMC tutors has ensured Barclays' colleagues have a firm grounding in marketing and business theory and are able to apply this in a practical commercial environment. CMC has been fulfilling Barclays' Marketing training or over three years, and continue to exceed our expectations." *Tom Corbett, Marketing Operations Office, Barclays*

"Natacha is a great tutor and very good at explaining theory. I really enjoyed the module. Thank you" *Professional Certificate Evening Class Delegate* "I think at some point I will go onto the CIPR advanced course but think I need a bit of a break from studying. I will definitely come back to use Cambridge Marketing College though, I found the college really helpful and easy to work with." *CAM Delegate* "Thanks to CMC for providing a good course with well thought out material which was ideal for distance learning. I also thought highly of the course tutors." *PG Diploma DL Delegate* "I'd like to thank all the tutors and fellow pupils on the course for making this diploma such fun. While each module was testing, students are encouraged to use and apply theory to their own jobs. The assignments directly benefited several of my clients and led to positive business results. Even though I was the only student from a pr / comms background, the challenging but enjoyable assignments helped build on my marketing basics. This course is a must for anyone who wants to understand the huge role marketing has to play in modern business" *Matt Gentry, Professional Diploma for Sports Marketing* "Really effective way to study. I feel very well supported by tutor and CMC." *Helen Tanner, PG Dip Delegate* "Study materials arrived almost by return of post, and the material is great. You are just brilliantly organised." *DL PG Dip Delegate* "Just a quick mail to say how chuffed I am today. I got an A & B for communications and environment respectively which is way beyond my expectations. Took me back to '87 and my O levels!!" *Clive Harrison, Professional Certificate Evening Class delegate* "I had my results this week and am thrilled as I got a 'B' for MMIP. Thanks so much for all your help with the assignment, I know I would not have done so well without all your helpful feedback. As an added bonus, my assignment was selected to be used as a specimen answer - I am amazed!" *Angie Tiller, Marketing Co-ordinator, Time & Frequency Solutions Ltd* "A really very good course - would be good to have a final booklet compiling all of the different models in one place. [We agree and have started to compile one - CMC]." *CIM Professional Diploma Delegate* "I passed both exams so have now completed my Diploma which is great. Even more exciting is that I'm getting to use lots of it in my job. I found the Marketing Management in Practice module very helpful in my team management and have applied lots of the things I learnt. We've been through all the Belbin team roles as a team which has been very useful amongst lots of other things. So I wanted to say a big thank you both for helping me pass the course and more importantly (to me!) giving me lots of practical advice that has been invaluable in my job. I just need to decide whether to do the Postgrad next, although if I do it will be after a short break. I hope you're well and that work is going ok and I may see you again if I pluck up the courage for more study! Thanks very much" *Ruth Smyth, Marketing Analysis Manager, The RSPB*

"The students and teachers of the CIPR Diploma at Cambridge Marketing College are to be congratulated. A 90%+ pass rate is a real achievement and testament to everyone's hard work and the quality of the teaching and students. The pass rates are good for the professional credibility of the students and the course centres. And the fact that there are now more proven strategic and skilled PR practitioners out there will benefit both the PR industry and its users. Congratulations once again from all at the CIPR." *Elisabeth Lewis-Jones, CIPR President*

70% OF DELEGATES ARE SPONSORED BY THEIR COMPANIES

FOR MORE  
INFORMATION  
CONTACT  
THE COLLEGE ON  
0844 2250510

OR VISIT  
THE COLLEGE  
WEBSITE

WWW.MARKETINGCOLLEGE.COM





# PROGRAMME APPLICATION FORM 2012

*Forms can be faxed to 0844 2250520*



Title                      First Name    Surname

**Personal Details**

Home Address	Daytime Delivery Address ( <i>Study Materials will need to be signed for on delivery</i> )		
Postcode	Home / Mobile Tel	Postcode	Daytime Tel
Email :			
Date of Birth		CIM Number (if known)	

Training / Personnel Manager

**Programmes**

Courses	Executive Programme	Evening Classes/ Saturday Seminars	Distance Learning		Supported Open Learning
			I	II	
<b>CIM Introductory Certificate in Marketing</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> NB 6 months support		
<b>CIM Professional Certificate in Marketing</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“ for those in Agri and Rural Business			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in Arts Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in B2B Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in Charity Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in Pharma Business			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in Professional Services	<i>Please complete special joint application form</i>				
“ for those in Sports Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
<b>CIM Professional Diploma Marketing</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“ for those in Arts Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in B2B Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in Pharma Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
“ for those in Professional Services	<i>Please complete special joint application form</i>				
“ for those in Sports Marketing			<input type="checkbox"/>	<input type="checkbox"/>	
<b>CIM Diploma in Hospitality &amp; Tourism Marketing</b>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CIM-CAM Diploma in Marketing Communications</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CIM-CAM Diploma in Digital Marketing</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
<b>CIM-CAM Diploma in Digital Campaign Planning</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
<b>CIM-CAM Diploma in Digital Media &amp; Branding</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
<b>CIM-CAM Diploma in Mobile Marketing</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
<b>CIM-CAM Diploma in Digital Metrics &amp; Analytics</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
<b>CIM Chartered Postgraduate Diploma</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For those enrolling for individual modules please list these here:

Location	Bristol <input type="checkbox"/>	Cambridge <input type="checkbox"/>	Edinburgh <input type="checkbox"/>	Guildford <input type="checkbox"/>	Manchester <input type="checkbox"/>
	London <input type="checkbox"/>				

## PAYMENT DETAILS

**Payment Details**

<input type="checkbox"/>	I enclose my full Programme fee	(Cheques to be made payable to Cambridge Marketing College Ltd)	
<input type="checkbox"/>	I enclose my initial split payment fee	(Credit/Debit Card details or cheque enclosed; Direct Debit mandate to be completed)	
<input type="checkbox"/>	Please Charge my Credit/Debit Card:    Amex <input type="checkbox"/> MasterCard <input type="checkbox"/> Maestro <input type="checkbox"/> Visa <input type="checkbox"/> Issue No. _		
Card number	<input type="text"/>	<input type="text"/>	<input type="text"/>
Start Date	<input type="text"/> / <input type="text"/>	Expiry Date	<input type="text"/> / <input type="text"/>
Account name	<input type="text"/>		Security Number <input type="text"/>
Signature: <input type="text"/>		Date <input type="text"/>	
<input type="checkbox"/> Please invoice my Company.		Address <input type="text"/>	
Company Name <input type="text"/>		Address <input type="text"/>	
For the attention of <input type="text"/>		Town <input type="text"/>	
P.O. Number <input type="text"/>	Post Code <input type="text"/>	Tel <input type="text"/>	

All delegates receive their Study Guides on CD-Rom. If you wish to have the Study Guides printed and bound please tick here  There is an additional cost of £25 per module inclusive of VAT and postage (in the UK). This cost will be added to your invoice. If you are paying by split payment it will be added to the deposit.

### Declaration:

I understand that my personal information will only be used by the college for tuition support and contact purposes and not passed to a third party I have read and understood the College Terms and Conditions (given in the prospectus and on the college website) and agree to abide by these.

As a delegate of CMC you enter into a learning agreement for the duration of your support time, the elements of which are designed to assist the smooth running of your course:

The college will provide:

- Course materials – relevant text books and study guides (Text books are not provided for individual modules).
- Tutors who are active marketers with up to date knowledge and experience
- Tutor support and guidance
- Assessment support
- Tuition and revision sessions, as appropriate
- A response to emailed administrative enquiries within 48 hours
- Feedback on draft assignments or Exam Practice Questions within 10 working days – if you have not had an acknowledgement of receipt from your Tutor within 48 hours please contact the College office

Remember you are studying for a professional qualification and therefore you need to:

- Attend lectures and online tutorials as specified
- Give 10 working days notice if you are unable to attend (a re-attendance fee will apply if notice is less than 10 working days)
- Read the course materials as requested
- Provide draft assignment plans by the published deadlines
- Undertake coursework as instructed by Tutors
- Set aside sufficient regular times to study
- Notify the College should your circumstances materially change

**Signed and dated**

**PLEASE SEND YOUR COMPLETED APPLICATION AND CV ( IF NOT ALREADY SUPPLIED) TO**

**Cambridge Marketing Colleges  
Research and Administration Centre  
Cygnum Business Park , Swavesey , Cambridge CB24 4AA**