

INTRODUCTORY CERTIFICATE IN MARKETING

CIM PROFESSIONAL COURSES 2012/13

This course is ideal for people who are new to marketing and have no formal qualifications. Work experience is important in getting the most out of the course and achieving the qualification.

The syllabus includes:

- The role and function of Marketing
- Understanding the business environment we work in
- The practical tools of marketing (the “marketing mix”)
- Understanding the needs of customers
- Creating and keeping customers
- Communications tools
- Customer Service

The course looks at marketing in different situations and considers the Not for Profit, Service and Business to Business sectors as well as the Consumer market.

The course can be studied by Distance Learning or via Open Learning attending a two day course or Evening Classes followed by distance learning tutor support. The taught two day courses* are held either as a full weekend in Cambridge or Manchester, as two separate Saturday Seminars in Bristol, Edinburgh and Guildford; and as Evening classes in Cambridge and London.

	Cambridge Monday Evening Classes	London Wednesday Evening Classes	Evening Classes run for 8 consecutive weeks
Introductory Certificate: Evening Classes	Starting 28 Jan 2013	Starting 30 th Jan 2013	
	Cambridge Executive Weekend	Manchester Executive Weekend	
Introductory Certificate: Executive Weekends	29 & 30 Sept 2012	29 & 30 Sept 2012	
	Bristol Saturday Seminars	Edinburgh Saturday Seminars	Guildford Saturday Seminars
Introductory Certificate: Saturday Seminars	29 Sep & 13 Oct 2012	6 & 13 Oct 2012	6 & 27 Oct 2012

*Due to the syllabus content, the two day taught classes are offered in conjunction with the Marketing & Consumer Behaviour module of the CAM Diploma in Marketing Communications; and the Evening classes in conjunction with the Marketing Essentials module of the CIM Professional Certificate in Marketing. In addition to the classes you will have access to a distance learning tutor to assist you with assessment preparation.



ASSESSMENT

Assessment: there is an on-line multiple choice exam which can either be sat at our Research and Administration Centre near Cambridge, or you can pay an invigilation fee to sit the exam at one of the Pitman Training Centres located across the UK. A convenient time and date will be arranged with you prior to the exam taking place. You will also be required to submit a work-based assignment.

All delegates are provided with a Study Guide and text book and 12 months tutor support.

COLLEGE FEES

The course fee to study the Introductory Certificate via taught classes is £895+VAT (inc. UK delivery). If you prefer to study via distance learning, the course fee is £695+VAT (inc. UK delivery).

The College fees do not include your annual CIM membership fee which is currently £120. You should also budget £110 for CIM assessment fees which you pay to the CIM for the online exam and assignment submission.

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

DISCOUNT FOR FUTURE STUDY

On completing this course you will be very well placed to progress to study the CIM Professional Certificate in Marketing and we offer a £350 discount off the College fee to study this course following completion of the CIM Introductory Certificate in Marketing.



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