

Bulletin

040



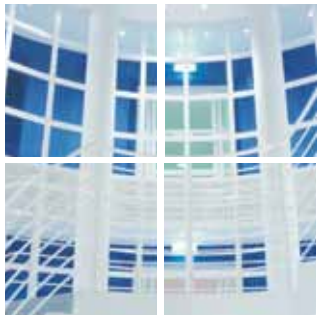
21st Birthday Year

Delegate Success

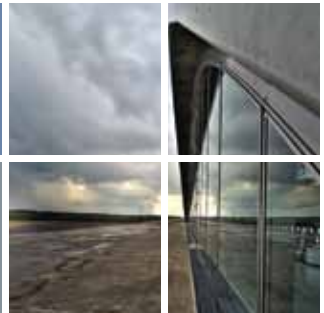


Digital Marketing

New Delegate Area



Marketing Knowledge



CAMBRIDGE MARKETING review

'WE STARTED IN BACON SLICERS'

How Betsy V. Reed, Scott, and William Johnson, with a vision for B2B, set course for a century.

Cambridge Marketing Press

Cambridge Marketing Press

Bulletin 040



Cambridge Marketing College is 21 in 2012!

Founded in 1991, CMC has grown into one of the largest Marketing Study Centres in Europe. We now have 10 UK Study Centres and 5 Overseas Distance Learning Centres from Europe to the Far East, supporting delegates from 107 countries.

Our delegates come to us from a variety of backgrounds, including leading companies such as Coca-Cola, Manchester United Football Club and PriceWaterhouseCooper.

We offer courses that lead to professional expertise and qualifications from all of the main awarding bodies – CIM, CIPR, MRS and CAM Digital.

Our success has been achieved through high quality tuition and the development of flexible study options. This results in consistently excellent exam results: last year we had over 80 classes with 100% pass rates.

As marketers ourselves we understand the pressures and demands on marketing executives, so we offer the widest and most flexible range of study options and support available.

If you want to do a better job, enrol on one of our courses to join in our success and benefit from our expertise.

Visit www.marketingcollege.com for more information.

College Delegate wins Worldwide Top CIM Student Award

A delegate of Cambridge Marketing College has won the Chartered Institute of Marketing's prize for Best International Student.

Caroline Kane (right) was awarded her prize at the CIM's annual graduation ceremony in the Symphony Hall, Birmingham in November 2011.

Ms Kane, Marketing Operations Manager at Aegon in Edinburgh, won the award for her assignment for the Marketing Leadership and Planning module of the CIM Chartered Postgraduate Diploma.

Marketing Leadership and Planning is considered the hardest test of the Postgraduate Diploma, itself the highest qualification that the CIM offers.

Caroline attended Saturday Seminars to study for the course at CMC's Edinburgh centre. She found that the Postgraduate Diploma exposed her to the breadth of operations across her company: "this broad exposure increased my confidence, broadened my network and gave me credible, meaningful insights into the strategy papers I produced for the course."

Cambridge Marketing College would like to extend its warmest congratulations to Caroline, and wish her all the best in her future endeavours.



Outstanding Results

Once again we are delighted with the results our delegates have achieved in the most recent CIM and CAM exams and assignments. This time the highlights include an impressive 100% pass rate for 9 modules spanning CIM and CAM qualifications and ranging from the Introductory Certificate to the Postgraduate Diploma - showing exceptional achievements at all levels.

The results for our full courses were also outstanding:

Qualification	CMC Pass Rate
CIM Introductory Certificate	80%
CIM Professional Certificate	91%
CIM Professional Diploma	81%
CIM Postgraduate Diploma	85%
CAM Digital Modules:	
• DME	93%
• DMP	76%
• IDMB	100%
• IDC	100%

Congratulations to all our delegates and tutors!

In each of the last 5 years,
98% of our delegates said
they would recommend us



Share by getting LinkedIn

LinkedIn is quickly becoming a key communications tool for delegates, alumni and tutors of the College. The benefits are twofold. You can read the latest thinking and case studies from the College as well as Tutor Blogs (also visit tutors.marketingcollege.com), but importantly, you can also enter the discussion and post what YOU think.

Discussion Groups in LinkedIn are a great way to keep in touch with other delegates past and present and this is especially important if you are studying by distance learning.

For the latest discussion threads or to post your own, go to www.linkedin.com and search in Groups for Cambridge Marketing College Students and Cambridge Marketing College Alumni.



Digital Marketing Qualifications

Cambridge Marketing College was one of the first colleges to offer the latest CIM courses in digital marketing. The courses form part of the CAM syllabus and can be combined in different ways to lead to different 'flavours' of Digital Diploma.

In total, there are six modules:

- Digital Marketing Essentials
- Digital Marketing Planning
- Principles of Mobile Marketing
- Web Analytics and Social Media Monitoring
- Implementing Digital Campaigns
- Digital Media and Branding

The first two of these are highly recommended for providing a good grounding in the latest marketing techniques, enabling today's marketer to cover the gamut of what is now called digital

marketing – the use of the internet and related technologies such as mobile - as a marketing technique.

As for our other courses, we provide support in the form of text books and specially written study guides as well as tutor support and access to our online learning zone.

Unsurprisingly these are popular courses, but we are especially delighted by the popularity of the Web Analytics module. This is clearly hitting a spot with marketers who realise that the use of the marketing metrics which digital provides is an essential element in maximising its potential. Mobile marketing is also rapidly becoming a popular tool within the marketing toolkit for promoting brands and building relationships with customers.

Available by both Distance Learning and taught courses, we expect the popularity of digital modules to continue to rise. But if you're confused by the range of courses on offer and wonder which might be right for you, give our Course Director, Terry Nicklin, a call on 07923 540695.

Online Course Builder

At the end of 2011 the College launched its brand new enquiry website. Visiting www.marketingcollege.com now brings first-time enquirers all the information they need to find the right course for them in a new way.

A key part of the new approach is the Course Builder. This enables an enquirer to build their course element by element.

First, choose your location from the drop down box. Once selected you will be presented with the Subject options available in your location in the box below. Finally, choose your method of study and click view.

The next page will feature in-depth information on the Course you have chosen. You will have the opportunity to see the other locations and study methods available in case there is a better fit for you.

At the bottom, choose 'Enrol Online' to fill in your details on our web form, or choose 'Application Form' to download the PDF to fax/email back to us.

We believe that the Course Builder is an incredibly useful tool that we hope will prove invaluable in leading enquirers to the exact information they require.

Global Growth



The College has expanded to its latest overseas location. Our office in Romania was opened in 2011, under our Regional Manager, Maria Petric.

Romania is the most recent in a series of successful overseas expansions for the College. October 2010 saw our first Regional office, in the Gulf. Shortly afterwards, we opened in Hong Kong and the Netherlands. During 2011, we opened in Thailand and then Germany, before Romania.

In each location, we have a Regional Manager who can answer questions and help enquirers to decide the best qualification for them:

For Romania - Maria Petric in Bucharest. Maria is an experienced marketer who has worked in both the B2B and B2C sectors; she is also a College alumnus. Email: maria@marketingcollege.com

For The Gulf - Paul Dunnage in Dubai. Paul has extensive experience of International Business

environments. He taught CIM qualifications for the College for a number of years in the UK. Email: paulD@marketingcollege.com

For China - Chris Parker in Hong Kong. Chris has over 23 years' experience in marketing, sales and commercial management, Chris has taught all levels of CIM programmes for the College in the UK. Email: chris@marketingcollege.com

For Thailand - Mark Shee in Bangkok. Mark previously worked for Hewlett Packard and the College in the UK. Email: mark@marketingcollege.com

For The Netherlands - Theo Dingemans in Rotterdam. Theo has over 25 years' experience in marketing and management. Email: theo@marketingcollege.com

For Germany - Hanna Kounev in Stuttgart. Hanna is an experienced marketer and an alumnus of the College. Email: hanna@marketingcollege.com

New Delegate Area

The College has recently launched its new style Delegate Area. As a Delegate of Cambridge Marketing College, you will use this web area to assist you in your studies.

You will be able to download webinars and podcasts, and to access key College information and publications and keep in touch with tutors and other delegates. This is also where you will be able to book attendance at any revision or webinar recording sessions.

The overhaul of the Delegate Area has resulted in a system that is easier to use and includes more educational multimedia than ever before. New recordings and links are added regularly to ensure that the latest material is available to all of our delegates, wherever they are.



Testimonial - Sharolyn Anderson

"As a psychology graduate with a full time role as a marketing and communications assistant, I wanted to learn and understand the theory behind my day to day work. Taking on the CAM Diploma through the executive weekend programme was indeed challenging but I received so much help and support from Cambridge Marketing College.

The college's weekend courses provided a great opportunity to meet likeminded individuals and build relationships which helped carry me forward through my coursework and exams. The tutors gave inspiring examples of their own experiences in the marketing industry and they were always on hand to give feedback, help and advice.

The course gave me the opportunity to not only increase my marketing knowledge but to advance in my own career having made an academic foundation for myself. Many of the things I learned, I was then able to apply in real life, things which I saw as matter of fact soon became strategic and I was able offer more valuable contributions to my team.

I am really happy that I decided to do the course and despite the hard work, it has all paid off. The day I got my results, my colleagues could hear me celebrating throughout the office. I was so proud that I had managed to take on and pass a marketing course, a subject which previously I didn't have a clue about. It has given me a fantastic boost and a great insight into the marketing world and I now look forward to starting my postgraduate diploma in marketing with Cambridge Marketing College."



Keep In Touch With Twitter

Cambridge Marketing College has three dynamic Twitter feeds that help you to keep up to date and keep in touch with us:

Follow @CMCPointsOfView to get the latest news from the College, from marketing case studies to free webinars.

Follow @CMCDigital, our Twitter portal, for our take on new developments in marketing. Subscribe to our lists to explore the latest thinking from the world of marketing through insightful links to useful sites. Follow @C_M_Review for updates from Cambridge Marketing Review, perfect for the intellectually curious.



Marketing Knowledge: Linking of Models

As marketers you will no doubt be familiar with the vast array of analytical tools of marketing, or marketing models, that are out there.

In the latest edition of the Cambridge Marketing Review, you will find an article by Roger Palmer (adapted from his book, *Managing Marketing*) which explains the relationship between the various well known marketing analysis and strategy formulation tools.

As the diagram below shows, we can see that over time the varying attitudes of market entrants determines the rate at which innovation is diffused into the market place; cumulatively these aggregate to form the product life cycle.

As a delegate of Cambridge Marketing College, you will receive printed copies of the Cambridge Marketing Review included in the cost of your tuition.

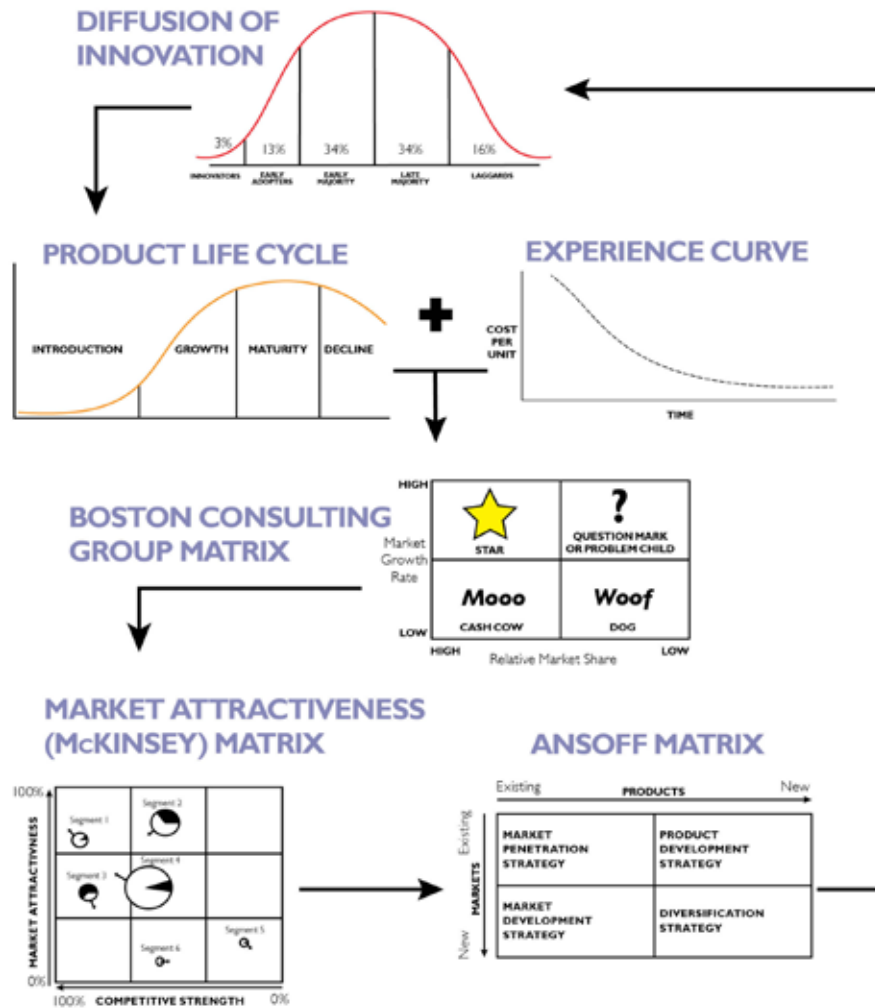


Diagram: Roger Palmer

Pavitt's Pies founded by College Delegate

A Cambridge Marketing College alumnus has founded a catering business in Cambridge.

Pavitt's Pies of Cambridge offers homemade pies for delivery to shops and homes, and events catering. Inside their flaky pastry crusts are traditional English fillings and modern twists on the classics.

Founder Carri Pavitt launched the business in August 2011, having previously worked in the Marketing Division of Cambridge Assessment. She spent eight months researching her products and market, and has been rewarded with growing sales.

Carri finds that one of the most enjoyable things about starting her own business is "being able to manage the whole scope of a business, rather than just one small element, and the motivation that delivers on a daily basis."

An alumnus of the College, Carri graduated from CMC in September 2009. She says of the courses: "My CIM Qualifications have given me the confidence to be able to develop a strong business plan and the tools to implement this plan."

Carri studied the forerunner to the Professional Diploma, and then the Chartered Postgraduate Diploma; she gained knowledge of the essential marketing theory that she needed when an early temporary job turned into a full-time marketing position.

Now that Carri is taking her skills and experience and striking out as her own boss, Cambridge Marketing College wishes her the best of luck - and can confirm that the pies are delicious!

Visit www.pavitts-pies.com for more information.

Cambridge Marketing Press

Cambridge Marketing Press is the new publishing arm of the College. The College is making an increasing number of its briefings, whitepapers and books available in print and digitally from www.CambridgeMarketingPress.com.

The flagship publication is the Cambridge Marketing Review, the journal for marketing practitioners. This 52 page, quarterly journal features in-depth articles on all aspects of marketing, uniting academic thought and professional experience.

As a Delegate of the College you will receive copies of Cambridge Marketing Review included in your tuition fee - a saving of £95 on the yearly subscription fee. The Review is also available from the iTunes Newsstand (search for 'CM Review') and in PDF form from www.CambridgeMarketingPress.com/review.

The Cambridge Marketing Pocketbook is another publication available from the Press. This is a compendium of useful facts and figures for marketers, encompassing demographic data, internet user information, advertising costs and more. The Pocketbook is currently available for PDF download from www.CambridgeMarketingPress.com/cambridge-marketing-pocketbook.

Further publications are also available: Cambridge Marketing College Briefing Papers covering topics such as Global Social Networking, Web Analytics, and Viral Marketing are all now available for PDF download from www.CambridgeMarketingPress.com/briefings. These briefings deal with a topic in great detail, helping you to understand the implications for your next marketing campaign. Many more publications are available on the online College Bookshelf as part of your tuition fee once you are a Delegate.

We have also included our curated list of books available to buy from Amazon. These textbooks are ideal for anyone wishing to go further and specialise in a particular marketing area, and are available from <http://www.cambridgemarketingpress.com/textbooks>.

CMC Locations

UK:

Birmingham
Bristol
Cambridge
Cardiff
Edinburgh
Guildford
Leeds
London
Manchester
Nottingham

Rest of the World:

Dubai
Germany
Hong Kong
Netherlands
Romania
Thailand

Study Options

Executive Weekends
Saturday Seminars
Evening Classes in Cambridge
Evening Classes in London
Distance Learning
Supported Open Learning
World Service
In-house Programmes
One to One sessions

Latest Publications



Cambridge Marketing Review
Issue 2



Cambridge Marketing
Pocketbook

You can find these and other Cambridge Marketing Press publications online at www.cambridgemarketingpress.com

CM Review in the Newsstand



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CAMBRIDGE MARKETING COLLEGES
Cygnus Business Park, Swavesey
Cambridge CB24 4AA
t 0844 2250510 f 0844 2250520
e info@marketingcollege.com
www.marketingcollege.com