

Entry Requirements & Assessments

Introductory Certificate in Marketing

Who is it for?

The Introductory Certificate in Marketing is for all those who want to find out more about marketing - whether you're in a job that involves marketing or not. It answers the question: What is marketing? But it also aims to develop knowledge and skills for people who are working to support others in basic marketing tasks.

It is not necessary to have any previous experience or knowledge of marketing to and you can choose to study to suit your requirements and time available. You may already be working and therefore want to study around work commitments, or you may be looking for a job and therefore will not have time to study during the day.

- Those undertaking junior marketing, secretarial or administrative roles
- Management assistants and Personal assistants
- Customer service assistants/call centre employees
- Non-marketers wanting to develop a broader knowledge of understanding of marketing or to move into marketing

Entry Requirements

This is an 'open' qualification, which means you do not need any previous qualifications or marketing experience. However, if you are working or have some business experience, this will certainly help you put your learning into context.

Assessments

Both units will have their own assessment and be as follows:

Unit 1 – What is Marketing? 1 hour online test

Unit 2 – Understanding Customer Relationships: Assignment

Entry Requirements & Assessments

Professional Certificate in Marketing

Who is it for?

This qualification is aimed at those who are working in supporting marketing roles, usually within the marketing function, but also targets individuals in more senior roles, particularly in SMEs, where marketing is only part of what they do. The qualification provides a practical insight into the principles and application of marketing at a tactical level.

The typical profiles of people who might take this qualification could include:

- Marketing assistants
- Marketing coordinators
- Marketing executives
- Marketing managers in SMEs without formal marketing qualifications
- Non-marketers with aspirations for marketing
- Existing marketers wanting to become more specialist

Entry Requirements

This qualification is the equivalent to the first year of a foundation degree, which means you will need to meet at least one of these criteria:

- Have a minimum of two 'A' Levels, or
- Hold any general Bachelors or Masters degree, or
- Hold a CIM Introductory Certificate in Marketing (Level 2 or 3), or
- Have an NVQ or SVQ Level 3 (equivalent to NGF Level 3), or
- Have an NVQ or SVQ Level 4 in any other subject (UK – equivalent to NGF Level 4 and above), or
- Hold an international baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4

Assessments

It's possible to qualify within a single academic year studying part time. You will be assessed across the four modules using a blend of two basic methods:

Unit 1 – Marketing Essentials: Examination

Unit 2 – Assessing the Marketing Environment: Examination

Unit 3 – Marketing Information and Research: Assignment

Unit 4 – Stakeholder Marketing: Assignment

Entry Requirements & Assessments

Professional Diploma in Marketing

In the second half of 2009 the CIM will release her NEW Professional Diploma in Marketing.

Who is it for?

This qualification is aimed to provide the knowledge, skills and 'ability to do' that a typical Marketing Manager would need. Those who complete will be able to demonstrate skills such as planning and balancing needs and interests of all stakeholders. The qualification is a hybrid of marketing with a considerable emphasis on management as marketers move from specialist aspects of marketing into either a functional or departmental interest of all stakeholders.

- Marketing executives
- Business development managers
- Departmental managers
- Product/ brand managers
- Marketing managers
- Account managers

Entry Requirements

As a minimum, the following qualifications or experience is recommended as the prerequisite for entry onto the Professional Diploma in Marketing:

- The CIM professional certificate in Marketing, or
- Any business or marketing bachelors or masters degree (or an equivalent qualification) *where a minimum of one third of the credits come from marketing* (i.e. 120 credits in Bachelors degrees of 60 credits with Masters Degrees), or
- Experience in a marketing management role that has provided potential students with ability to evidence that they meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so **and is sufficient to pass the Entry Test to Level 6**

Assessments

You will be assessed across the four modules:

Unit 1 – The marketing planning process

Unit 2 – Delivering Customer Value through Marketing

Unit 3 – Managing Marketing

Unit 4 – Project Management in Marketing