

# Professional Certificate in Marketing

## What is it?

**This qualification gives you the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility.**

## Ideal for...

**Junior marketers, those working in marketing support roles (like marketing assistants); or if marketing plays some part in your current job description.**

## What will you learn?

By the end of this qualification you should be able to:

- Understand the function and fundamentals of marketing in some depth
- Know the many different ways of understanding and communicating with customers, and the function these methods serve
- Understand your organisation's marketing environment, its many constituent parts, and how they work in unison
- Apply practical knowledge – including the collecting and analysing of data, and the establishment of marketing budgets

## Do you qualify?

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

- Hold any general Bachelors or Masters degree
- Hold the CIM Introductory Certificate in Marketing (Level 2 or 3)
- Have an NVQ or SVQ Level 3 (equivalent to NQF Level 3)
- Have an NVQ or SVQ Level 4 in any other subject (UK – equivalent to NQF Level 4 and above)

- Hold an international baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4
- Business or marketing experience would be an advantage but isn't essential

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

## How will you be assessed?

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

1. By formal examination.
2. By assignments such as coursework and case studies that require longer answers and will often be based on various findings and recommendations within your own company (or a company of your choice).

## Course content

This qualification contains four units and to complete each one you'll need to understand how to complete all the following outcomes successfully:

### 1. Marketing Essentials

- Explain how marketing has evolved and the importance of market orientation in creating customer value
- Assess the importance of marketing, its cross-functional role and the contribution it makes to the organisation and society
- Identify and explain the stages in the marketing planning process
- Assess the key elements of the internal and external marketing environment that impact upon the organisation, its objectives and activities
- Identify and describe the characteristics and applications of each element of the marketing mix (7Ps)

### 2. Assessing the Marketing Environment

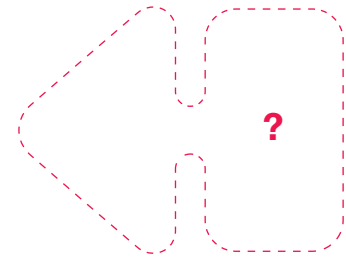
- Explain the nature and scope of the internal marketing environment, including the resource perspective
- Distinguish between the types of organisation within the public, private and voluntary sectors and understand the different influences and challenges they face and how their objectives differ as a result
- Identify and explain the different characteristics of the micro environment and recognise the sources of information required to gain a good understanding of the micro environment, its drivers and challenges – and distinguish from the natural environment
- Assess the importance and potential impact on a market-oriented organisation of key trends in political, economic, social, technological and legal/ethical/regulatory environment
- Consider the implications for organisations pursuing both economic and environmental sustainability as part of an agenda for CSR

### 3. Marketing Information and Research

- Identify appropriate information and marketing research requirements for marketing decision-making
- Evaluate the importance of customer databases and their contribution to providing detailed market information to support marketing decisions
- Review the processes involved in establishing an effective database
- Explain the nature and scope of the research industry and discuss the importance of working in line with the industry's code of conduct
- Explain the process for selecting a marketing research supplier in domestic and international markets, developing the criteria to support that selection
- Explain the process for collecting marketing and customer information, utilising appropriate primary and secondary sources
- Appraise the suitability of different qualitative and quantitative research methodologies to serve different research situations

Where will it take me?

‘A CIM course is of great value in terms of learning marketing theory that can be applied straight back into practice.’ **Eva Thompson**



4. Stakeholder Marketing

- Assess the relative importance of organisational stakeholders to the marketing function, and the impact they have on the organisation’s marketing activities
- Explain the importance of relationship marketing in the context of the organisation’s stakeholders in achieving their interest, involvement, commitment and loyalty
- Learn how the marketing mix can be effectively co-ordinated to support internal and external stakeholder relationships
- Explain how to co-ordinate the communications mix to communicate effectively with the organisation’s stakeholders in line with budget and time requirements
- Evaluate key methods for measuring the success of the marketing mix and communications activities

How and where can you study?

Our qualifications are taught through a global network of Accredited Study Centres – where you can learn full-time, part-time or via distance learning. To find the study centres closest to you visit [www.cim.co.uk/studycentres](http://www.cim.co.uk/studycentres) or email [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk) or call +44 (0)1628 427120.

What does it cost?

- Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this
- To take this qualification you need to be a Studying Member. Cost: £120 per year. (£85 if you live outside of the UK and Western Europe)
- Assessment fees for the four units are:

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| <b>Marketing Essentials (Exam)</b>                     | £55 |
| <b>Assessing the Marketing Environment (Exam)</b>      | £55 |
| <b>Marketing Information and Research (Assignment)</b> | £70 |
| <b>Stakeholder Marketing (Assignment)</b>              | £70 |

- Tuition fees and the relevant text books you’ll need are by far the biggest expense. These fees do vary, depending on how you study so we suggest you contact Accredited Study Centres directly to compare different costs

Why not sign up right now?

Get yourself enrolled

- If you have a UK bank account you can pay your annual membership fee by setting up an annual direct debit – which gives you a discount of £20
- Our assessment fees can be paid by cheque (made payable to The Chartered Institute of Marketing) or by credit card
- Your tuition fees are paid directly to your Accredited Study Centre once your place on the course has been confirmed

For more information

Contact your chosen Accredited Study Centres directly.

Contact HMConsult LLC by: emailing [mail@hmconsult.eu](mailto:mail@hmconsult.eu) or telephone 00381 38 551 756.

Sign up online at [www.hmconsult.eu](http://www.hmconsult.eu)

Eva's story

**Name:** Eva Thompson

**Job:** Learning Support Manager

**Qualifications:** Professional Certificate in Marketing

Why did you choose to study with The Chartered Institute of Marketing?

The Chartered Institute of Marketing offers a wide range of qualifications that are highly recognised by employers worldwide so it was the obvious choice for a marketing course.

How would you rate the quality of the learning experience?

I have thoroughly enjoyed studying with The Chartered Institute of Marketing. I chose the blended online option at the CIM Academy, which fitted well around my schedule and at the same time I got to meet my fellow delegates and course director at the face-to-face workshops at Moor Hall. The course was excellently structured and our experienced course director brought a wealth of real life examples to underpin theory and enhance our learning experience.

How has it helped in your day to day work and/or your career?

I had no previous marketing knowledge and the course has given me a good understanding of the marketing discipline both from theoretical and practical perspectives.

What would you recommend about The Chartered Institute of Marketing to others?

The Chartered Institute of Marketing course is of great value in terms of learning marketing theory that can be applied straight back into practice and also in terms of networking opportunities. My fellow course delegates were all from different business backgrounds, which helped me gain an insight into how they work and allowed us to share ideas and offer each other solutions to everyday problems.