

THE PROFESSIONAL DIPLOMA with Goldcrest Academy

Who is it for?

Marketers with operational responsibilities and an eye on management – including department managers, functional managers, product/brand managers, account managers, agency managers, marketing executives and business development managers.

Benefits to you

- Gain the marketing skills you need at an operational level to maximise on opportunities for your company.
- Achieve an internationally recognised transferable qualification with the option to become an Associate Member of CIM (ACIM) or move onto the Professional Postgraduate Diploma in Marketing.
- Understand how to write, implement and evaluate an effective marketing plan to reach your targets.

Entry criteria

The CIM require that you meet one or more of the following criteria:

1. CIM Professional Certificate in Marketing OR
2. Any Bachelor or Masters degree (or equivalent) where a minimum of one third of the credits come from marketing (ie 120 credits in Bachelors degrees or 60 credits with Masters Degrees) OR
3. Experience in a marketing management role that has provided potential students with knowledge and competence equivalent to the learning outcomes of the CIM Professional Certificate in Marketing **and is sufficient to pass the Entry Test at Level 6.**

Note: With qualifications which are over 10 years old, the CIM will not consider them for exemption purposes.

Those educated outside of the UK must have achieved the equivalent of the above entry criteria and, where English is not their first language, evidence of English language competence to IELTS 6.5 must be provided.

What does the course consist of?

There are four modules which must be completed and passed to achieve this qualification. The modules are:

1. Marketing Planning Process
2. Delivering Customer Value Through Marketing
3. Managing Marketing
4. Project Management in Marketing

1. Marketing Planning Process

The unit contents	<p>By the end of this unit, candidates should be able to:</p> <ul style="list-style-type: none">• Evaluation of the marketing planning process and its implementation in a range of marketing contexts including a detailed analysis of the internal and external marketing environments• Conduct a marketing audit and assess the findings in order to develop a marketing plan that is responsive to market and organisational changes and underpins the organisation's marketing strategy• Determine the importance of segmentation, targeting and positioning to develop effective strategies which are innovative, cost effective, valuable and maximise the potential of marketing opportunities successfully• Recognise the significance of retaining customers through relationship marketing
How you will be assessed	By assignment

2. Delivering Customer Value through Marketing

The unit contents	<p>By the end of this unit, candidates should be able to:</p> <ul style="list-style-type: none">• Develop and manage a brand and product portfolio in the context of the organisation's marketing strategies and objectives• Develop and implement an effective and efficient channel management strategy reflecting the needs of stakeholders• Develop an effective and innovative communications strategy and plan that clearly delivers the organisation's proposition to the market, through effective segmentation and targeting of internal and external markets• Utilise an innovative and effective integrated marketing mix to reinforce the organisation's brand values, overall marketing proposition and competitive advantage• Determine customer requirements for product and service delivery to ensure the marketing proposition is customer focused, efficient and effective
How you will be assessed	By exam

3. Managing Marketing

The unit contents	<p>By the end of this unit, candidates should be able to:</p> <ul style="list-style-type: none">• Recommend how a marketing function should be structured and managed to deliver competitive advantage• Prepare plans for showing how a team should be structured, selected, formed, managed and developed to demonstrate effective performance against objectives• Critically assess the organisation's resource needs and capabilities for the marketing team to manage marketing activities effectively and efficiently• Prepare appropriate budgets and accounting documentation to support the financial management of the marketing function and its associated activities• Critically assess the ongoing financial situation including manageability of the budget, financial stability and success of the marketing function
How you will be assessed	By assignment

4. Project Management in Marketing

The unit contents	By the end of this unit, candidates should be able to: <ul style="list-style-type: none">• Identify the organisation's information needs, scope of research projects and resource capability to underpin the development of justified business cases, including risk assessment and mitigation strategies, to support marketing projects• Using project management tools and techniques, design, develop and plan significant marketing programmes effectively, in terms of quality, resource and delivery• Integrate a range of marketing tools and techniques to support the development and implementation of marketing projects• Monitor and measure the outcomes of marketing projects through the end-to-end project process
How you will be assessed	By assignment

What will it cost?

The costs are £495 per module or £1,980 for all four modules. All fees are subject to VAT. Discounts are available if you sign up for and pay for all four modules prior to course start.

All four modules

Diploma £1,980 ex VAT. **Early bird discount of £180** if you sign up and pay for all four modules prior to course starting.

Individual module fee

Diploma £495 ex VAT for funding one module at a time.

All course fees include:

1. Course training days, including lunch on both days and refreshments.
2. Textbook for each module (worth £30 per module or £120 across four modules);
3. Online materials you can access from home, work or when mobile;
4. Tutorial support and feedback for assignments by email or telephone.

The only additional items to pay for are membership to the CIM (£200 per annum) and assessment entry fees which are £80 per unit/module. For further information on these, please go to www.cim.co.uk/joincim or call CIM on 01628 427120. Alternatively, see the course fees, this summarises the costs for you.

How and when to study

We offer 'blended' courses - face to face training, followed up by a structured programme of activities, focussing you on the key skills and assessments. Work is marked and feedback to you between sessions, so you know how you are progressing and can move to the next stage. Tutorial support is available by telephone and email between sessions.

To get you started, we commence with a dedicated induction session, focussing you on key course requirements, including an overview of the course, key requirements and information on course texts and resources.

How do you benefit?

Starting with classroom sessions, you gain a good understanding of the course upfront. This is important as marketing is an integrated subject and you need to understand how theory works (**concept**), can be used in practice (**application**) and can assess the usefulness of the technique (**evaluation**). It also means you can identify your personal strengths and weaknesses early on and therefore focus your studying efforts too. We can then align online sessions to build and grow skills further. **You have the added advantages of less travelling time and you can choose when to study at home, at work or when away.**

Please note that dates may be subject to change and any changes will be notified to students at the earliest opportunity

Please note that you must be a CIM member and have entered for the assessments prior to the following deadlines:

For December 2011 assessment session

By post: 1 October 2011

Online: 8 October 2011

For March 2012 assessment session

By post: 9 December 2011

Online: 16 December 2011

WHAT NEXT?

We expect you to have some questions about the course and assessments. So do please get in touch. By email, calling or via the website:

Email: apply@goldcrestacademy.co.uk

Call: 0870 44 63 411

Visit: www.goldcrestacademy.co.uk/marketing_courses.

If you would like to **fast-track your application**, simply email a copy of your CV to us at apply@goldcrestacademy.co.uk. We will then contact you to discuss the course and your study aims.

To book the course - all you have to do is complete the application form and send this through by:

Email: apply@goldcrestacademy.co.uk

Fax: 0870 44 63 414 or

Post: Goldcrest Academy Limited, Victoria House, The Moor,
Hawkhurst, Kent TN18 4NR.