



CIM INTRODUCTORY CERTIFICATE IN MARKETING with Goldcrest Academy

Who is it for?

This course is ideal for those in their first marketing role or who would like to move into marketing. It introduces key marketing principles and provides students with basic skills they can put in practice at work. It is ideal for Personal Assistants, Marketing Assistants, Event Management Assistants, Customer Service Assistants, Call Centre Employees and for Apprenticeships.

Benefits to you

- Gain a practical knowledge of essential marketing skills
- Understand how to use the basic tools of marketing
- Bring added value to your job
- Offer additional skills to employers
- Enhance your professional development
- Take advantage of new career opportunities.

Entry criteria

No previous qualifications are required. It is not necessary to have any previous experience or knowledge of marketing to join this short course. However, if you are working or have some business experience, this will certainly help you put your learning into context.

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

What does the course consist of?

There are two core modules and their course content is outlined below:

What is Marketing?	Understanding customer relationships
<ol style="list-style-type: none">1. Understanding the role and function of marketing2. Understanding the marketing environment3. The marketing mix -7P's4. How marketing is applied in different organisational contexts	<ol style="list-style-type: none">1. Understanding customers2. Building and maintaining effective internal customer relationships3. Communicating with internal and external customers4. Providing customer service for internal and external customers

Learning outcomes

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

- Understand the function of marketing and its role in an organisation.
- Know about the four Ps (product, price, place, promotion) and how to apply the marketing mix.
- Understand more about customers and managing customer relationships.
- Be able to communicate to both internal and external customers using a variety of different means.

What will it cost?

There are two modules:

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| 1. What is Marketing? | £395.00 plus VAT |
| 2. Understanding Customer Relationships | £395.00 plus VAT |

All course fees include:

1. Course training sessions – 2xdays per module
2. Course book for each module
3. Online workshops you can access from home, work or when mobile;
4. Tutorial support for exams and assignments by email or telephone.

The only additional costs are CIM membership fee (which is £120) and assessment entry fees of £55 (1x exam) and £55 (1x assignment). For further information on these, please go to www.cim.co.uk/joincim or call CIM on +44 (0) 1628 427120.

How will you be assessed?

- One online test (set by CIM, 1 hour long).
- A written project consisting of several short work-based written reports.

Where and when to study

The course can be achieved within six months or over one year of study.

For in-company programmes of 5 or more students, a bespoke or an intensive 'block' programme can be arranged.

Where is the course held?

Two locations are available in Ashford or Maidstone, Kent. Alternatively courses can be taught on client premises.

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

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.