

## **THE CIM PROFESSIONAL CERTIFICATE with Goldcrest Academy**

### **Who is it for?**

Ideal for those who are working in supporting marketing roles, usually in the marketing function and currently working as marketing assistants, co-ordinators or executives. This course is appropriate for those working as a Marketing Manager within a small or medium enterprise (SME), without formal marketing qualifications. It is also suitable for those moving into marketing roles from other backgrounds or for those whom would like more specialist experience.

### **Benefits to you**

- Will learn about the whole spectrum of marketing activity at a hands-on level.
- Gain a greater understanding of best practice in marketing
- Gain a professional marketing qualification to help you in career progression.

### **Entry criteria**

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

1. CIM Introductory Certificate in Marketing (Level 2 or 3 versions will be accepted).
2. NVQ or SVQ Level 3 in Marketing (equivalent to NQF Level 3)
3. NVQ or SVQ Level 4 in any other subject (equivalent to NQF Level 4 and above)
4. International Baccalaureate (equivalent to NQF Level 3 and above).

#### **OR**

5. Successful completion of the Level 4 entry test.

Business and/or marketing experience in a support role would be advantageous but is not essential.

*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 Essentials
2. Assessing the Marketing Environment
3. Marketing Information and Research
4. Stakeholder Marketing

### **What will it cost?**

The costs are £475 per module or £1,900 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 – tuition fees

Certificate £1,900 ex VAT. **Early bird discount of £150** if you sign up and pay for all four modules prior to course starting.

### Individual module fee

Certificate £475 ex VAT for funding one unit at a time.

All course fees include:

1. Course training sessions
2. Core textbook for each module (worth £30.00 per module or £120 across four modules);
3. Online materials you can access from home, work or when mobile;
4. Tutorial support for assignments by email and telephone.

The only additional items to pay for are membership to the CIM (£120 per annum) and assessment entry fees which are £70 per unit/module. For further information on these, please go to [www.cim.co.uk/joincim](http://www.cim.co.uk/joincim) or call CIM on +44 (0) 1628 427120. Alternatively see course fees on our website, it summarises the costs for you.

### How and when to study

We offer 'blended' courses, face to face training, followed by online workshops and coursebooks. We have two intakes per annum in September and January each year. We start with a course induction, focussing you on key course requirements, overview of the course and information on course texts. This is then followed by:

- **Marketing Essentials – Exam assessment** - 3 days training with three online sessions, with support by telephone and email. The exam is compulsory for all students and consists of Part A – 10 short questions and Part B – case study with three questions. The course includes a mock exam and revision session.
- **Assessing the Marketing Environment – Two part assessment** - 3 days training with three online sessions, with support by telephone and email. The assessment comprises a compulsory exam and consists of Part A with five compulsory short answer tasks (worth 40% of marks) and Part B, three extended answer tasks (worth 60% of marks). The course includes a mock exam and revision session.
- **Marketing Information and Research – Assignment assessment** - 3 days training with three online sessions, with support by telephone and email. 1:1 tutorials are provided and link to training days. The assessment comprises a research based project. Students progress their assignment between sessions and submit work for marking and feedback.
- **Stakeholder marketing – Assignment assessments** - 3 days training with three online sessions, with support by email and telephone. This will comprise a work-based project, from a choice of two topics provided by CIM. Students progress their assignment between sessions and submit work for marking and feedback. 1:1 tutorials are provided and link to training days.

Students attend these initial sessions to go through the course and then are provided with online workshops and workbooks which can be studied at home, at work or mobile.

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

### How will you be assessed?

This qualification can be achieved within 1 year of part-time study. It is possible to take the qualification over eighteen months or two years, please discuss this at interview with the Course Leader.

All subjects are assessed either by examination or by assignment as listed above.

**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](mailto:apply@goldcrestacademy.co.uk)

Call: 0870 44 63 411

Visit: [www.goldcrestacademy.co.uk/marketing\\_courses](http://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](mailto: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](mailto:apply@goldcrestacademy.co.uk)

Fax: 0870 44 63 414 or

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