

## THE CAM Diploma with Goldcrest Academy

### Who is it for?

This course is ideal for those individuals or marketers, who would like to specialise in marketing communications. It is suitable for employees in either public or private sector roles and also for staff looking to progress their careers within creative or planning agencies. The course ensures that students study the role, purpose, implementation and integration of marketing communications tools, vital in today's world of off and online communications. The course enables students to consolidate existing skills and also to study new communication disciplines in a highly practical and effective way.

### Benefits to you

- Achieve an industry recognised qualification which demonstrates your ability to apply and integrate the full range of communications mix tools.
- Gain the marketing skills you need at an operational level to maximise communication opportunities for your company or organisation.
- Achieve an internationally recognised transferable qualification with the option to become an Associate Member of the CIM (ACIM)
- Understand how to create, implement and evaluate effective marketing communications activities.

### Entry criteria

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

1. Suitable competence in marketing communications roles, demonstrated by length and type of experience and projects / campaign responsibilities.
2. Any recognised degree or equivalent level 5 qualification.
3. A relevant level 3 or above qualification eg CIM Certificate in Marketing / CIM Certificate in Marketing Management Practice / CIM Professional Certificate / CIPR Advanced Certificate.

*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 five modules which must be completed and passed to achieve this qualification. The modules are:

1. Marketing and Consumer Behaviour
2. Advertising
3. Public Relations
4. Direct Marketing and Sales Promotion
5. Integrated Media

### What will it cost?

The costs are £495 per module or £2,475 for all five 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 five modules

CAM Diploma £2,475 ex VAT. **Early bird discount of £175** if you sign up and pay for all five modules prior to course starting.

### Individual module fee

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

All course fees include:

1. Course training days, including lunch and refreshments.
2. Core text book for each module.
3. Online materials you can access from home, work or when mobile;
4. Tutorial support for exams and assignments by email or telephone;
5. A dedicated revision session for exam students and one to one tutorial session for assignment students.

The only additional items to pay for are membership to CAM/the CIM and assessment entry fees. This consists of CAM Membership fee £140 and then 3 x £65 for exam modules and 2 x £85 for assignment modules. For further information on these, please go to <https://www.cim.co.uk/joinonline/joinstart.aspx> or call CIM on +44 (0) 1628 427120. Alternatively, see the course fees on our website, this summarises the costs for you.

### How and when to study

We offer blended courses, this consists of face to face training, followed by tailored online workshops. We start with course induction, focussing you on key course requirements, overview of the course and information on course texts. The course order and assessment methods include:

- **Marketing & Consumer Behaviour – Assignment assessment**
- **Advertising – assessed by 2 hour examination**
- **Public Relations - assessed by 2 hour examination**
- **Direct Marketing and Sales Promotion - assessed by 2 hour examination**
- **Integrated Media – Assignment assessment**

Students attend these training sessions, to go through the course and then are provided with online workshops and activities which can be studied at home, work or mobile. Tutorial sessions are provided for assignment modules. For students choosing the exam route, a mock exam, followed by a revision session is provided. It is recommended that students spend 6-8 hours studying per module per week.

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

### How long will it take?

This qualification can be achieved within 1 year of part-time study, although most students usually take around eighteen months, if they are working full-time. It is also possible to take the qualification over two years, please discuss this at interview with the Course Leader.

### Where are courses held?

Maidstone, Kent and Ashford, Kent.

Both venues are close to the M20, rail links and have ample, free parking.

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

**For March 2011 assessment session**

By post: 10 December 2010  
Online: 17 December 2010

**For June 2011 assessment session**

By post: 1 April 2011  
Online: 8 April 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.