



## All four modules – tuition fees

Certificate

£1400 ex VAT. **Early bird discount of £100** if you sign up and pay for all four modules prior to course starting.

All course fees include:

1. Course training sessions
2. Course book for each module (worth £24.99 per module or £99.96 across four modules);
3. Online workshops 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 and assessment entry fees. 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.

**Please see the Marketing course calendar for 2008/9 dates.**

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 2008 assessment session**

By post: 3 October 2008  
Online: 10 October 2008

**For June 2009 assessment**

By post: 3 April 2009  
Online: 10 April 2009

**Where is the course held?**

Ashford, Kent.

**WHAT NEXT?**

Please contact Goldcrest Academy for an application pack on

Visit: [www.goldcrestacademy.co.uk](http://www.goldcrestacademy.co.uk)

Call: 0870 44 63 411

Email: [info@goldcrestacademy.co.uk](mailto:info@goldcrestacademy.co.uk)

Download: The application form from our website and send to us at Goldcrest Academy Limited, Victoria House, The Moor, Hawkhurst, Kent TN18 4NR.

On receipt of your completed application form, we will contact you to arrange a suitable interview date. This is an informal meeting to discuss the course, your needs and the assessment options.