



THE PROFESSIONAL DIPLOMA with Goldcrest Academy

Who is it for?

This qualification is ideal for marketers who are concerned with managing the marketing process at an operational level, as well as those who are looking to build on the knowledge gained at Professional Certificate level with a future marketing management role in mind. The content of the course has been put together following consultation with employers to ensure that they gain relevant competencies for various stages of their marketing career.

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. Any Bachelor or Masters degree (from a provider which is formally recognised by the appropriate official body and by CIM).
2. CIM Certificate in Marketing / CIM Certificate in Marketing Management Practice / CIM Professional Certificate / CAM Diploma in Marketing Communications.
3. Edexcel (BTEC) Higher National Certificate / Diploma in any subject (UK only)
4. NVQ or SVQ Level 3 in Marketing (UK only)
5. NVQ or SVQ Level 4 in any other subject (UK only)
6. Any appropriate vocational qualifications approved by CIM.
7. 3 years work experience in a marketing manager role.

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
2. Marketing Research & Information
3. Marketing Communications
4. Marketing Management in Practice

What will it cost?

The costs are £375 per module or £1,500 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.

Individual module fee

Diploma £375 ex VAT

All four modules

Diploma £1,500 ex VAT. **Early birds discount of £100** if you sign up and pay for all four modules prior to course starting.

All course fees include:

1. Course training days, including lunch on both days and refreshments.
2. Course Workbook 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 and feedback for assignments by email or 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 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 by tailored online workshops. 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 Planning – Assignment assessment** – 3 days training with three online sessions, and support by telephone and email. For exam students a mock exam and revision session are provided.
- **Marketing Research and Information – Assignment assessment** - 3 days training with three online sessions, with support by telephone and email.
- **Marketing Communications – Assignment assessment** - 3 days training with three online sessions, with support by email and telephone.
- **Marketing Management in Practice – Assignment assessment** - 3 days training with three online sessions, with support by email and telephone. For exam students a mock exam and revision session are provided.

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

Students attend these training sessions to go through the course and then are provided with online workshops and workbooks which can be studied at home, 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 by assignment / integrative project or exam as detailed above.

The integrative project is a work-based assignment, bringing all elements of the syllabus together. The project requires students to undertake a number of tasks, each involving the students carrying out investigations within their organisation. Students will then produce a written report based on their findings and recommendations. Students who are unable to

complete this project in their organisation or who are unemployed or not working currently will need to seek advice from their tutor before selecting this method of assessment.

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 session

By post: 3 April 2009
Online: 10 April 2009

Where is the course held?

Ashford International Hotel
Simone Weil Avenue
Ashford
Kent
TN24 8UX

Reception tel: 01233 219988
Reservations: 0845 074 0059

For map and directions, please see

http://www.qhotels.co.uk/hotels/ashford/ashford_international/map_and_directions.htm

In case you need to contact your tutor, please call Goldcrest Academy on 0870 44 63 411.

WHAT NEXT?

Please contact Goldcrest Academy for an application pack through

Visit: www.goldcrestacademy.co.uk

Call: 0870 44 63 411

Email: 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.