

THE PROFESSIONAL *Postgraduate* DIPLOMA with Goldcrest Academy

Who is it for?

Those seeking to become Marketing Strategists. This qualification incorporates the knowledge and skills required by marketing professionals who aspire to work, or who need greater awareness of working at the strategic level.

Benefits to you

- A highly qualified marketer.
- Contribute research and insights to inform strategic marketing decisions.
- Influence strategic decisions in an organisation to create value for customers and other shareholders.
- Manage and measure marketing activities undertaken as part of the implementation of a customer-focussed strategy.
- Formulate, present and justify a creative, customer-focused and innovative strategy for any given context.
- On completion of the course, you will be entitled to use the letters DipM MCIM after name to underline your status as a highly qualified marketer.

Entry criteria

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

1. CIM Professional Diploma in Marketing / CIM Advanced Certificate in Marketing / CIM Advanced Certificate in Marketing Management Practice / CIM Diploma in Tourism Marketing.
2. Any undergraduate or postgraduate degree with significant marketing content (from a provider which is formally recognised by the appropriate official body and by CIM) OR a non-marketing degree plus 3 years' marketing management experience.
3. 6 years marketing management experience, 3 of which should be at a senior level.
4. Other appropriate qualifications approved by CIM.

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. Analysis and Evaluation
2. Strategic Marketing Decisions
3. Managing Marketing Performance
4. Strategic Marketing in Practice

What will it cost?

The costs are £395 per module or £1,580 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

PG Diploma £395 ex VAT

All four modules

PG Diploma £1,580 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 induction and training days, including lunch and refreshments.
2. Course book for each module (worth £24.99 per module or £99.96 across four modules);
3. Online sessions you can access from home, work or when mobile;
4. Tutorial support for exams by email or telephone, along with a dedicated revision session for exam students.

The only additional items to pay for are membership to the CIM and assessment entry fees. For further information on these, please go to

<https://secure1.cim.co.uk/joinonlinesecure/joinStart.aspx> or call CIM on +44 (0) 1628 427120. Alternatively, see the 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 up 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:

- **Analysis & Evaluation** – 3 days training with four online sessions, mock exam with individual feedback, and dedicated revision session – all included.
- **Strategic Management Decisions** – 3 days training with four online sessions, mock exam with individual feedback and dedicated revision session – all included.
- **Managing Marketing Performance** – 3 days training, with four online sessions, mock exam with individual feedback and dedicated revision session – all included.
****NEW for 2008/9 – you can now take this module by assignment**.**
- **Strategic Marketing in Practice** – 4 workshop sessions, supported by online resources and including a tutorial sessions with the tutor for exam technique and preparation.

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

How it works

In summary, students attend induction, three days training and are provided with online workshops and workbooks which can be studied at home, work or mobile. Tutorial support is provided by email and telephone, with online coursework marked and returned to students. The course then completes with a full mock exam, followed by a revision session. We are a fully accredited exam centre also, so you can take your final exam with us too.

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?

CIM set the assessment approach but you do have options. You can either:

- Take all four modules by examination **or**
- Alternatively, you can study three modules by exam and take one by assignment (Managing Marketing Performance).

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

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?

The Ashford International Hotel, Ashford, Kent

WHAT NEXT?

Please contact Goldcrest Academy for an application pack on

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.