

MARKETING QUALIFICATIONS

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

TAKE CONTROL OF YOUR CAREER

Whatever stage you've reached in your career, CIM qualifications play a vital role in developing the skills and knowledge you need to excel and move forward. From the first principals of marketing to a postgraduate course in senior-level marketing strategy, these internationally recognised qualifications are essential to building a long and successful career.

ABOUT CIM

Chartered Institute of Marketing

The Chartered Institute of Marketing is the world's largest and most prestigious professional marketing body. For over 100 years, the CIM has been at the forefront of the profession, promoting best practice and defining cutting-edge marketing skills. In a fast-moving, constantly evolving field, the CIM is dedicated to sharing insights and raising standards.

For more information about the CIM, please visit <http://www.cim.co.uk>



CIM MEMBERSHIP

When you enrol on a CIM Course with Professional Academy you will need to register as a CIM Affiliate Member directly with the CIM. The benefits of being a CIM member include:

- access to CIM online learning resources, tools and templates
- subscription to The Marketer, the CIM's award-winning magazine for marketing professionals
- free mentoring, support and legal advice
- great networking opportunities at frequent events all over the UK
- start recording your Continuous Professional Development (CPD) and work towards Chartered Marketer status

TALK TO US TODAY ABOUT OUR MARKETING COURSES.

Call **+8801973443330** or email info@professional-qualifications.com

MARKETING PATHWAYS

Carefully designed around the CIM syllabus, our courses deliver valuable accredited qualifications while developing invaluable real-world skills.

QUALIFICATION IN PROFESSIONAL MARKETING - LEVEL 6

Building on the operational marketing knowledge and experience you have gained, this course will develop you for your future marketing management role.

QUALIFICATION IN PROFESSIONAL MARKETING - LEVEL 4

If you are relatively new to marketing and want to learn the theoretical foundations then this course is ideal.

FOUNDATION CERTIFICATE IN MARKETING - LEVEL 3

For those who are interested in entering into a marketing career to gain a general overview of what marketing is.

FOUNDATION CERTIFICATE IN MARKETING - LEVEL 3

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role. You will develop a good understanding of the wider role of marketing and see how your practical skills can be applied to future career progression.

Successful completion of the CIM Level 3 Foundation Certificate in Marketing will equip the student with the knowledge, skills and understanding to be able to carry out an essential and successful support-level marketing role within the workplace. Those who successfully achieve this qualification will be able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

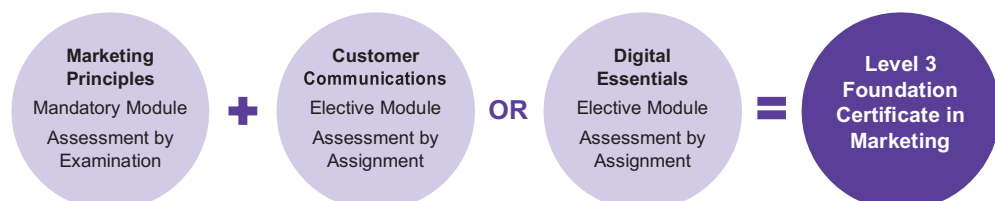
WHO IS IT FOR?

The Foundation Certificate in Marketing is aimed at those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career.

ENTRY REQUIREMENTS

It is not necessary to have any previous experience or knowledge of marketing and you can choose to study in a way that suits your requirements and availability. We do, however, ask that if English is not your first language, you provide us with evidence that you have achieved – within the past two years – either an IELTS Academic Module with an overall score of 6.5 (each component pass being at 6.0 or above) or the Cambridge Certificate of Advanced English at grade B or above. We are prepared to consider other equivalent alternatives.

QUALIFICATION STRUCTURE - CIM Level 3 Foundation Certificate in Marketing



Our qualification and award pathways have been structured to reflect the need for a flexible and bite-size approach for today's marketer. This qualification consists of one mandatory module and the choice of one elective module. However, you can choose to complete just one module and gain an award. Should you choose to continue to study and successfully complete the second module, you will achieve the full qualification.

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MODULE OVERVIEW

Module title	Description	Assessment
Marketing Principles - Mandatory	This module provides an understanding of the key concepts and terminology used in marketing. It also gives you a knowledge and understanding of the role and function of marketing within organisations and explores the factors that influence consumer behaviour. You will identify key components of the marketing environment and develop an appreciation of how to collect and use relevant information. The module outlines the concepts and elements which make up the marketing mix and shows you how they are applied in context.	Multiple choice exam
Customer Communications - Elective	This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. You will gain knowledge and understanding of the purpose and process of marketing communications and the range of tools available. You will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.	Work-based assignment
Digital Essentials - Elective	This module provides an understanding of the key concepts associated with digital marketing. The impact of changing a digital environment is considered in relation to the customer and the digital tools used for communications. The importance of digital content is recognised in the context of digital campaigns, as well as the need to monitor performance.	Work-based assignment

CERTIFICATE IN PROFESSIONAL MARKETING-LEVEL 4

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

A practical insight into the principles and application of marketing at a tactical level, giving you the skills and knowledge to devise and execute marketing activities and gain marketing credibility.

QUALIFICATION OVERVIEW

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape.

Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

For more information about workshop dates please visit www.professional-qualifications.com

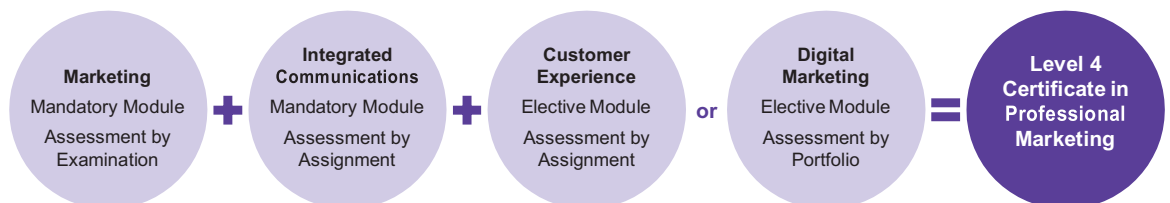
ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Introductory Certificate in Marketing qualification.
- Any relevant Level 3 qualification.
- Any UK degree or international equivalent.
- International Baccalaureate (equivalent to NQF Level 3 and above).
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

QUALIFICATION STRUCTURE - CIM Level 4 Certificate in Professional Marketing



The certificate qualification consists of three modules, two mandatory and one elective. Complete two mandatory modules and one elective module to achieve the full qualification.

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MODULE OVERVIEW

Module title	Description	Assessment
Marketing - Mandatory	This module provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.	Examination
Integrated Communications - Mandatory	This module provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.	Work-based assignment
Customer Experience - Elective	This module provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.	Work-based assignment
Digital Marketing - Elective	This module provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.	Portfolio

QUALIFICATION IN MARKETING-LEVEL 6

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

Focuses on the theoretical aspects of marketing and the skills to manage the marketing function including channel management, stakeholder impact and product development.

QUALIFICATION OVERVIEW

The aim of the CIM Level 6 Course in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

Successful completion of the CIM Level 6 Course in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at a management level and to carry out an essential and successful professional marketing role within the workplace.

For more information about workshop dates please visit www.professional-qualifications.com

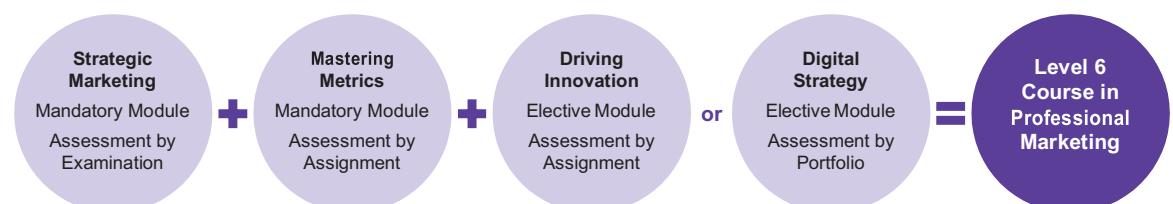
ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

QUALIFICATION STRUCTURE - CIM Level 6 Course in Professional Marketing



The certificate qualification consists of three modules, two mandatory and one elective. Complete two mandatory modules and one elective module to achieve the full qualification.

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MODULE OVERVIEW

Module title	Description	Assessment
Strategic Marketing - Mandatory	This module recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision making. The module outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enable the achievement of strategic marketing objectives.	Examination
Mastering Metrics - Mandatory	This module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.	Work-based assignment
Driving Innovation - Elective	This module focuses on how an understanding of the relationship between marketing and entrepreneurship can enable organisations to deliver compelling marketing solutions. It presents the key factors in building and nurturing innovation throughout the organisation and within the marketing function. It provides an appreciation of the role of internal marketing in supporting a culture of innovation and in implementing change programmes.	Work-based assignment
Digital Strategy - Elective	This module outlines how an understanding and analysis of the macro- and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.	Portfolio

Mastering Digital Channels - Mandatory	This module examines how digital channels present opportunities and challenges for organisations to effectively compete and engage with their customers. This unit drives strategic comprehension for management and growth of digital channels, as well as critical factors concerning compliance. By mastering digital channels organisations will be able to improve conversion rates from digital channels as well as developing the skills needed to appraise current channels and identify future channel developments.	Work-based assignment
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COURSE PRICING

Course title	No of tuitions	Price
CIM Professional Qualification in Marketing (level 3)	12	£1,450
CIM Professional Qualification in Professional Marketing (level 4)	18	£1,800
CIM Professional Qualification in Professional Marketing (level 6)	18	£2,200

THE FINE PRINT

PRICE INCLUSIVE OF

- Annual registration and Assessment fees (visit CIM website for more details <https://www.cim.co.uk/qualifications>)
- Access to refinery – the distance learning portal
- Professional e-learning materials, a detailed study guide, access to an online electronic library and advanced online resources

PRICE EXCLUDING

- British Council exam administration fees (Taka 10,500), directly payable to the British Council Bangladesh via Pay Order
- Any fee for any resits required
- VAT, Bank Draft and payment charges (if any)
- Any physical learning material

TUITIONS:

- Live classes via webinars covering all Modules Each class duration will be 45 minutes.
- Minimum 3 students in one class
- Class will take place via Webinar/Video Conferencing.
- As the tutor will be based in the UK, time difference has to be considered.

NOTES:

- Prices are no refundable and payable in full during admission
- CIM and British Council fees are directly payable to British Council via bank drafts (bank draft charges are not included)

For more information please visit www.professional-qualifications.com

HOW TO FIND US:

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