



MARKETING QUALIFICATIONS

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

WELCOME TO PROFESSIONAL ACADEMY

We're passionate about learning and development.
It's our mission to deliver the tuition, support and encouragement you need to expand your knowledge, sharpen your skills and gain new qualifications.


With exceptional pass rates, we're a market leader in helping professionals achieve accredited qualifications in management and leadership, sales, marketing and digital marketing – qualifications that will accelerate your career and set you on the path to success.

TALK TO US TODAY FOR A FREE PROFESSIONAL
DEVELOPMENT ASSESSMENT

Call **01223 365 505**

email enquiries@professionalacademy.com





“ANDY IS A FIRST-RATE SALES TRAINER WHO IS AS FLUENT IN THE THEORIES BEHIND SELLING AS HE IS EXPERIENCED IN ACTUALLY CLOSING DEALS. HE MAKES LEARNING ENJOYABLE WHILE STRETCHING YOU AT THE SAME TIME. MUCH CREDIT FOR THE SUCCESSFUL COMPLETION OF MY DIPLOMA GOES TO THIS MAN!”

ISMM DIPLOMA IN SALES AND MARKETING STUDENT

OUR STUDY CENTRES

We run face-to-face workshops at our study centres nationwide.

LONDON – OXFORD CIRCUS

EAST – CAMBRIDGE

NORTH WEST – MANCHESTER

NORTH – LEEDS

SOUTH WEST – EXETER

CHANNEL ISLANDS – JERSEY

We also provide Lite distance learning packages to students worldwide.





WHAT MAKES US DIFFERENT?

100% PASS GUARANTEE

We're so confident in our tutors and courses that we give everyone our 100% Pass Guarantee. If you're fully committed, we'll keep supporting you until you pass your chosen qualification, at no extra cost.

THE COMPLETE PACKAGE

We offer both face-to-face and distance learning courses, supported by highly experienced tutors and advanced online resources. We're a one-stop-shop for transforming your career.

DO IT YOUR WAY

With flexible study options, interactive workshops and one-to-one tutor support, we help you fit learning around your full-time work, as and when it suits you, and make sure you have everything you need to succeed.

YOUR JOURNEY TO A BETTER CAREER STARTS HERE

THE BEST INVESTMENT YOU'LL EVER MAKE IS THE INVESTMENT YOU MAKE IN YOURSELF

Whether you want to stay up-to-date with best practice or gain the skills you need make the next step up, studying for a professional qualifications is the most direct route to furthering your career.

By gaining an internationally recognised qualification, you set yourself apart from your peers. You'll not only be increasing your knowledge and developing your abilities – with our support, you'll gain the confidence that comes from taking on a new challenge and succeeding.

MORE THAN JUST A QUALIFICATION

Some people think professional qualifications are simply a way to boost your CV and impress potential employers. We believe that learning and development are about so much more.

Our courses are built around the core syllabus for each qualification but designed to deliver practical skills and strategies you can apply in the workplace. Led by qualified tutors with real, sector-specific experience, our courses aim to make you the best at what you do – in theory and in practice.

STUDYING FOR A NEW QUALIFICATION IS ESSENTIAL IF YOU'RE:

- starting a new job
- wanting to excel in your current role
- looking to accelerate career progression
- planning a change of career
- wanting to improve your job prospects

BROADER KNOWLEDGE, DEEPER UNDERSTANDING

Professional development is not just about developing one specialism. Whatever level you're at, cross-training in skills outside your personal area of expertise – whether that's management, marketing or sales – is an invaluable way to expand your knowledge, become more versatile and gain a more complete understanding of your work.

“I WANT TO THANK YOU FOR ALL OF YOUR SUPPORT THROUGHOUT THE COURSE. YOU DEFINITELY MADE THINGS EASIER WHEN I WAS HAVING A FEW DOUBTING MOMENTS. I AM FINDING THE KNOWLEDGE GAINED FROM THE COURSE INVALUABLE, ESPECIALLY WITHIN MY CURRENT JOB, AND HAVE JUST RECEIVED A PAY RISE AND PROMOTION DUE TO THE COMPLETED QUALIFICATION.”

**CIM PROFESSIONAL CERTIFICATE
IN MARKETING STUDENT**



WHY STUDY WITH PROFESSIONAL ACADEMY?

START ANY TIME

You don't have to wait for a specific entry date to start studying for a qualification. Start when you want and go at your own pace.

EXPERIENCE

From our tutors to our support staff, we have decades of experience helping professionals gain new qualifications.

PASSION

We believe that everyone can gain new skills, new qualifications and renewed confidence by studying with us, and we're passionate about making it happen.

SUPPORT

You're never alone when you study with us. Our carefully designed courses and flexible learning options make things as easy as possible, and we're always available when you need help.

PASS RATES

Thanks to our commitment to support each individual studying with us, our pass rates consistently exceed the global and national averages for the qualifications we provide.

WHAT WE OFFER

100% PASS GUARANTEE

Whether you sign up for a complete course or a single module, we're totally committed to supporting you until you achieve your goals.

Our 100% Pass Guarantee means that we will continue to provide tutor support and access to all the relevant online resources, workshops and study materials free of charge until you pass all of your modules and qualifications.

You can find out more at

www.professionalacademy.com/pass-guarantee

ONE-TO-ONE TUTOR SUPPORT

Professional Academy tutors deliver engaging, informative workshops and provide one-to-one support, giving invaluable feedback and advice.

Our tutors are hand-picked not just for their skills as educators and motivators, but also for their years of real-world experience working in their chosen sector. They offer the kind of first-hand knowledge that makes the theory come alive and can link what you're learning to your own experience in the workplace.

Many of our tutors are also examiners or assessors for the professional qualification awarding bodies themselves. This gives them an unrivalled understanding of the syllabus and assessment requirements of your chosen qualification.

WORKSHOPS

At our interactive, tutor-led workshops you'll feel the full benefit of face-to-face tuition. Our workshops are carefully designed around the course syllabus, giving you everything you need to tackle the final assessment. At the same time, our experienced tutors will provide a wealth of practical knowledge you can apply directly to your day-to-day job.

Learning alongside other students, you'll be able to discuss and debate the topics covered in each module and, in most cases, you'll leave with a fully prepared assignment plan. It's also a great opportunity to network with other forward-thinking professionals in your field.

We run two kinds of workshops at our study centres:

- **Intensive workshops** take place over one or two full days, either during the week or including part of the weekend, reducing the amount of time you have to take off work.
- **Evening workshops** are available for many courses and offer exactly the same content spread over a series of evening sessions, minimising any disruption to your work.

LITE LEARNING

For those who don't want or don't have time to attend workshops, we offer complete distance learning packages, so you can study from home and work at your own pace. You'll be allocated your own Support Tutor who will guide you through each module and the final assessment.

LEARNING RESOURCES

On top of the interactive learning resources available online, we'll supply you with a complete set of study materials, including study guides created by us and not available anywhere else. Resources include:

- **Study handbook and Assignment Guide** explaining the learning and assessment process and developing your study skills
- **Study Guide** for each module, written by the course tutor and containing everything you need to know, including assessment guidelines and essential reading
- **Course Text Books** carefully selected to support each module and syllabus

THE REFINERY

The Refinery in our advanced online learning management system. You can access it from anywhere, at any time using a PC or smartphone.

- Book workshops and manage your study plan
- Contact your personal Support Tutor
- Chat with other students
- Access interactive e-learning modules and live classrooms
- Download study guides and learning resources
- View past assignments and exam questions

DIGITAL MARKETING & 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 progress. From the principals of marketing to marketing leadership skills preparing marketers for directorship, 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 Studying 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

MARKETING PATHWAYS

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

CIM MARKETING LEADERSHIP PROGRAMME - LEVEL 7

Please note: This qualification is only available to those who reside in the UK

Qualification Modules:

Contemporary Challenges - Leading Change - Managing Business Growth (Elective) - Consultancy (Elective)

CIM POSTGRADUATE DIPLOMA IN PROFESSIONAL MARKETING - LEVEL 7

Please note: This qualification is only available to those who reside outside of the UK

Qualification Modules:

Global Marketing Decisions - Corporate Digital Communications - Creating Entrepreneurial Change

DIPLOMA IN PROFESSIONAL DIGITAL MARKETING - LEVEL 6

Qualification Modules:

Marketing & Digital Strategy - Digital Optimisation - The Digital Customer Experience

DIPLOMA IN PROFESSIONAL MARKETING - LEVEL 6

Qualification Modules:

Marketing & Digital Strategy - Innovation in Marketing - The Digital Customer Experience (Elective) - Resource Management (Elective) - Managing Brands (Elective)

CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING - LEVEL 4

Qualification Modules:

Applied Marketing - Planning Campaigns - Digital Marketing Techniques

CERTIFICATE IN PROFESSIONAL MARKETING - LEVEL 4

Qualification Modules:

Applied Marketing - Planning Campaigns - Customer Insights

FOUNDATION CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING - LEVEL 3

Qualification Modules:

Marketing Principles - Digital Fundamentals

FOUNDATION CERTIFICATE IN PROFESSIONAL MARKETING - LEVEL 3

Qualification Modules:

Marketing Principles - Communications in Practice

FOUNDATION CERTIFICATE IN PROFESSIONAL MARKETING - LEVEL 3

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The CIM Level 3 Foundation Certificate in Professional Marketing will equip those new to marketing with the knowledge, skills, and understanding to be able to perform in a support level role, and carry out an essential and successful professional marketing role within the workplace.

WHO IS IT FOR?

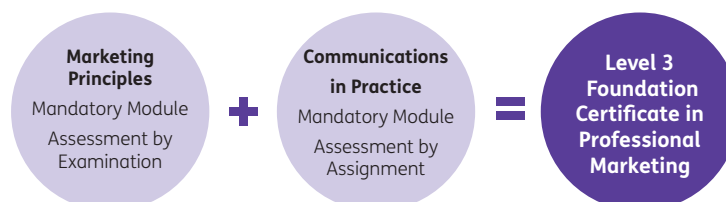
The CIM Level 3 Foundation Certificate in Professional Marketing is aimed at both those who are in a job that already involves marketing or those who wish to find out about marketing with the intention of starting a marketing career.

Typical job titles may include: Marketing Assistant, Promotional Assistant, or Marketing Campaigns Assistant.

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 Professional 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 two mandatory modules. 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.

MODULE OVERVIEW

Module title	Description	Assessment
Marketing Principles - Mandatory	<p>This module provides an understanding of the key concepts and terminology used in marketing. On completion of the module, you will have a knowledge and understanding of the role and function of marketing within organisations, and the factors that influence consumer behaviour. You will also be able to identify key components of the marketing environment and have an appreciation of how to collect and utilise relevant information about the marketing environment. Finally, you will be able to outline the concepts and elements which make up the marketing mix and understand how these are applied in a range of different contexts.</p>	Multiple-choice exam
Communications in Practice - Mandatory	<p>This module provides an understanding of how communications can be used in practice to engage with customers. On completion of the module, you will have an appreciation of the different customers that an organisation may have and how those customers make buying decisions. You will also have an understanding of the purpose of marketing communications and a knowledge of the range of communications tools available. Finally, you will know how to prepare an outline customer communications plan and how to measure the plan's effectiveness.</p>	Work-based assignment

FOUNDATION CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING - **LEVEL 3**

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The CIM Level 3 Foundation Certificate in Professional Digital Marketing will equip those new to marketing with the knowledge, skills, and understanding to be able to perform in a support level role, in a digital context and carry out an essential and successful professional marketing role within the workplace.

WHO IS IT FOR?

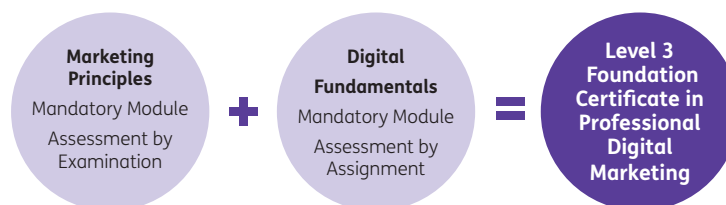
The CIM Level 3 Foundation Certificate in Professional Digital Marketing is aimed at both those who are in a job that already involves digital marketing or those who wish to find out about digital marketing with the intention of starting a digital marketing career.

Typical job titles may include: Digital Marketing Assistant, Social Media Assistant, or Content Marketing Assistant

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 Professional Digital 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 two mandatory modules. 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.

MODULE OVERVIEW

Module title	Description	Assessment
Marketing Principles - Mandatory	<p>This module provides an understanding of the key concepts and terminology used in marketing. On completion of the module, you will have a knowledge and understanding of the role and function of marketing within organisations, and the factors that influence consumer behaviour. You will also be able to identify key components of the marketing environment and have an appreciation of how to collect and utilise relevant information about the marketing environment. Finally, you will be able to outline the concepts and elements which make up the marketing mix and understand how these are applied in a range of different contexts.</p>	Multiple-choice exam
Digital Fundamentals - Mandatory	<p>This module provides an introduction to the main aspects of digital marketing. On completion of the module, you will have an appreciation of the impact that digital technology has had on marketing activities and its effect on customers. You will have an understanding of the digital marketing tools available, how those tools can be used and how to develop digital marketing content. Finally, you will know how to develop digital communications campaigns and how the effectiveness of those campaigns can be measured.</p>	Work-based assignment

CERTIFICATE IN PROFESSIONAL MARKETING - LEVEL 4

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The CIM Level 4 Certificate in Professional Marketing will equip marketers with the knowledge, skills, and understanding, to be able to perform at an operational level and carry out an essential and successful professional marketing role within the workplace.

WHO'S IT FOR?

The CIM Level 4 Certificate in Professional Marketing is aimed at the aspiring professional marketer who wishes to gain knowledge and skills to succeed and progress within a career in marketing.

Some typical job titles may include: Marketing Executive, Marketing Officer, Marketing Communications Executive, and Communications Specialist.

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.professionalacademy.com

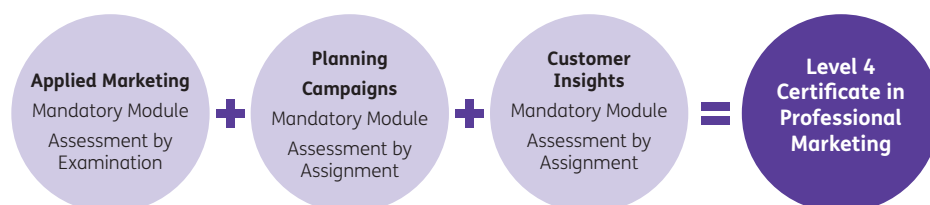
ENTRY REQUIREMENTS

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

- CIM Level 3 Foundation 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 mandatory modules. However, you can choose to complete just one module and gain an Award for each. Should you choose to continue to study and successfully complete all three modules, you will achieve the full qualification.

TALK TO US TODAY ABOUT OUR MARKETING COURSES.
Call **01223 365 505** or email enquiries@professionalacademy.com

MODULE OVERVIEW

Module title	Description	Assessment
Applied Marketing - Mandatory	In this module, you will learn about the role of marketing in an organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research, and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.	Examination
Planning Campaigns - Mandatory	This module gives you the knowledge and skills to plan and implement successful campaigns that deliver real results for an organisation. You will learn the campaign planning process including how to analyse an organisation's current position. You will also learn how to set campaign objectives, implement a campaign then, measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing.	Work-based assignment
Customer Insights - Mandatory	Customer loyalty, the customer/user experience and customer insight are the core of achieving optimum satisfaction and retention. This module gives you an understanding of the contemporary customer's complex needs and wants, their behaviour as consumers, and how this sets their expectations. You will learn how to gain the insight required to understand those needs and map the journey to ultimately improve their experience.	Work-based assignment

CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING - LEVEL 4

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The CIM Level 4 Certificate in Professional Digital Marketing will equip marketers with the knowledge, skills, and understanding, to support decision making within a digital context at an operational level and carry out an essential and successful professional marketing role within the workplace.

WHO'S IT FOR?

The CIM Level 4 Certificate in Professional Digital Marketing is aimed at the aspiring professional digital marketer who wishes to gain knowledge and skills to succeed and progress within a career in marketing.

Typical job titles may include the following: Digital Marketing Executive, Digital and Social Media Executive, Content Marketing Executive, and Display Advertising Executive.

For more information about workshop dates please visit www.professionalacademy.com

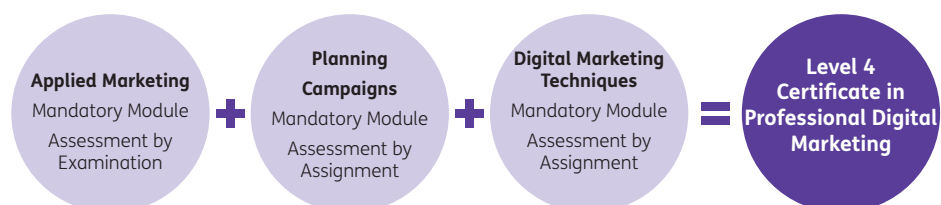
ENTRY REQUIREMENTS

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

- CIM Level 3 Foundation 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 Digital Marketing



The Certificate qualification consists of three mandatory modules. However, you can choose to complete just one module and gain an Award for each. Should you choose to continue to study and successfully complete all three modules, you will achieve the full qualification.

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MODULE OVERVIEW

Module title	Description	Assessment
Applied Marketing - Mandatory	In this module, you will learn about the role of marketing in an organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research, and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.	Examination
Planning Campaigns - Mandatory	This module gives you the knowledge and skills to plan and implement successful campaigns that deliver real results for an organisation. You will learn the campaign planning process including how to analyse an organisation's current position. You will also learn how to set campaign objectives, implement a campaign then, measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing.	Work-based assignment
Digital Marketing Techniques - Mandatory	This module focuses on the importance of the ever-evolving, dynamic digital landscape. You will develop skills to improve digital marketing performance and explore the challenges and opportunities within the digital environment. You will also use a range of tools to plan how to enhance an organisation's effectiveness in the digital age.	Work-based assignment

DIPLOMA IN PROFESSIONAL MARKETING - LEVEL 6

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The CIM Level 6 Diploma 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.

WHO'S IT FOR?

The CIM Level 6 Diploma in Professional Marketing is aimed at the professional marketer working in an operational, supervisory or management role who wishes to develop their knowledge and skills across a range of areas to succeed and progress their career in marketing.

Some typical job titles include: Marketing Manager, Marketing and Communications Manager, Corporate Communications Manager, and Brand Manager.

For more information about workshop dates please visit www.professionalacademy.com

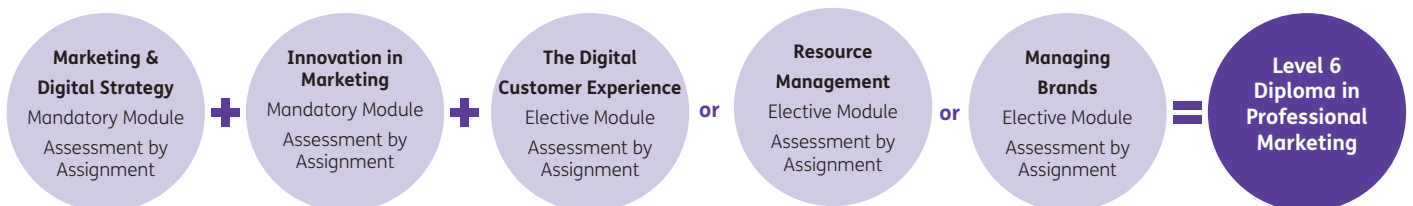
ENTRY REQUIREMENTS

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

- CIM Level 4 Certificate in Professional Marketing or CIM Level 4 Certificate in Professional Digital 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 Diploma in Professional Marketing



The Diploma qualification consists of five modules, two mandatory and three elective. Complete two mandatory modules and one elective module to achieve the full qualification. However, you can choose to complete just one module and gain an Award.

TALK TO US TODAY ABOUT OUR MARKETING COURSES.
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MODULE OVERVIEW

Module title	Description	Assessment
Marketing & Digital Strategy - Mandatory	This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks, and techniques throughout to achieve competitive advantage. You will be able to recognise the significance of situation analysis and use techniques to assess the external and internal environments that enable effective decision making. You will also be able to apply all stages within the marketing planning process from the audit, through strategic decision making, to implementation of plans across both traditional and digital channels. Finally, you will learn how to manage resources, and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives.	Work-based assignment
Innovation in Marketing - Mandatory	This module enables you to take a visionary approach and embed innovation to help your organisation deal with the challenges of a fast-moving marketplace. You will be able to understand the relationship between marketing and innovation and recognise the key factors in building and nurturing innovation within the marketing function. You will also be able to use internal and external marketing in supporting a specific innovation.	Work-based assignment
The Digital Customer Experience - Elective	Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing marketing, allowing you to fulfil customers strategic needs. It will provide the knowledge and skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey, while complying with relevant legislation and regulation.	Work-based assignment
Resource Management - Elective	This module enables you to adopt a strategic approach to the implementation of marketing plans to meet marketing and business objectives. You will be able to deploy a full range of resources to optimise marketing results in an efficient and effective manner. Finally, you will gain the knowledge and skills to manage finances, which are essential in ensuring a return on the marketing investment, made within your organisation.	Work-based assignment
Managing Brands - Elective	This module enables you to take a strategic approach to branding at a product/service level so that it is consistent with the corporate brand and impacts reputation positively. You will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. You will also be able to ensure the success of the brand through adequate resourcing and monitor, and maintain the brand in the long term.	Work-based assignment

DIPLOMA IN PROFESSIONAL DIGITAL MARKETING - LEVEL 6

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The CIM Level 6 Diploma in Professional Digital Marketing will equip senior marketers with the knowledge, skills, and understanding to support decision making within a digital context at an operational level and carry out an essential and successful professional marketing role within the workplace.

WHO'S IT FOR?

The CIM Level 6 Diploma in Professional Digital Marketing is aimed at those working in an operational, supervisory or management role who wish to develop their knowledge of digital techniques and their application to a number of marketing-related projects. The candidate will typically be operating in or aspiring to work in a digital marketing role and will be required to create digital solutions within the wider marketing plan. The qualification will develop both knowledge and the level of applied skills required.

Typical Job titles may include the following: Digital Marketing Manager, Digital Communications Manager, Content Marketing Specialist and Customer Experience Manager.”

For more information about workshop dates please visit www.professionalacademy.com

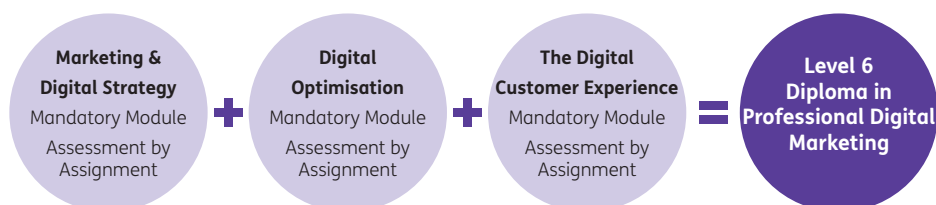
ENTRY REQUIREMENTS

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

- CIM Level 4 Certificate in Professional Marketing or CIM Level 4 Certificate in Professional Digital 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.

However, evidence of achieving one of the following English Language qualifications within the last two years is also required if English is not the student's first language: IELTS Academic Module with an 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 is required. CIM will consider other equivalent alternatives.

QUALIFICATION STRUCTURE - CIM Level 6 Diploma in Professional Marketing



The Diploma qualification consists of three mandatory modules, two mandatory. However, you can choose to complete just one module and gain an Award.

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MODULE OVERVIEW

Module title	Description	Assessment
Marketing & Digital Strategy - Mandatory	This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks, and techniques throughout to achieve competitive advantage. You will be able to recognise the significance of situation analysis and use techniques to assess the external and internal environments that enable effective decision making. You will also be able to apply all stages within the marketing planning process from the audit, through strategic decision making, to implementation of plans across both traditional and digital channels. Finally, you will learn how to manage resources, and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives.	Work-based assignment
Digital Optimisation - Mandatory	For many organisations, adopting digital marketing has involved transforming aspects of their practice and application. This module will provide you with an in-depth understanding of the strategic implications of developments in the digital environment, as well as their impact on marketing. This will enable you to integrate and optimise digital marketing as well as develop strategic responses to change. You will also be able to ensure responses are measured to evidence success.	Work-based assignment
The Digital Customer Experience - Mandatory	Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing marketing, allowing you to fulfil customers strategic needs. It will provide the knowledge and skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey, while complying with relevant legislation and regulation.	Work-based assignment

CIM MARKETING LEADERSHIP PROGRAMME - LEVEL 7

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

ONLY AVAILABLE TO UK BASED DELEGATES.

The CIM Marketing Leadership Programme has been developed to respond to both industry and individual needs within the marketing profession.

QUALIFICATION OVERVIEW

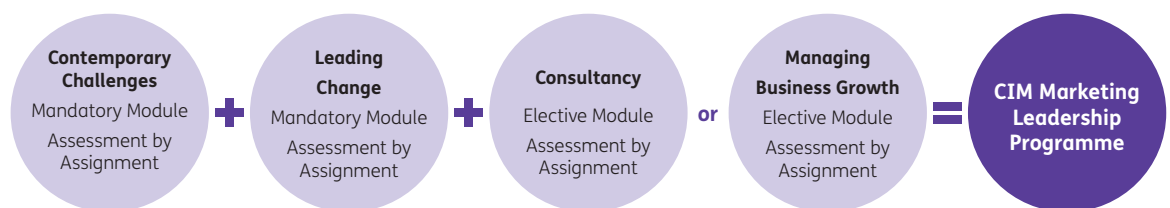
This programme sits alongside the qualification suite offered by CIM and its emphasis is on the development of aspiring individuals to facilitate and implement change rather than achieving a qualification.

They will be ambitious, seeking to advance their career through study which will have a positive impact on their career and performance within the workplace. The opportunity to build knowledge and skills within a professional network of like minded marketing professionals will be an important aspect of the programme.

WHO IS IT FOR?

The programme is for experienced marketers aspiring to work at a strategic marketing or management level or who need to back up their expertise or refresh their modern marketing knowledge. It is also for consultants looking for professional recognition and status whether working in large organisations or as independent business owners.

QUALIFICATION STRUCTURE - CIM Marketing Leadership Programme (Level 7)



The marketing leadership programme consists of three modules, two mandatory and one elective. Complete two mandatory modules and one elective module to achieve the full qualification. Each module can also be completed as an individual award.

ENTRY REQUIREMENTS

- Level 6 qualification or a Bachelor's or Master's degree
- Career progression evident - past, present and future
- Experience working at marketing management level
- Scope of current role is sufficient to allow engagement with assessment tasks
- IELTS 6.5 and above.

HOW LONG WILL IT TAKE?

Research indicated that learners are looking for a programme that can be completed within 18 months. This would allow six months for each module of study.

Notional learning time is estimated at 6-10 hours per week. This includes both supported and independent learning.

TALK TO US TODAY ABOUT OUR MARKETING COURSES.

Call **01223 365 505** or email enquiries@professionalacademy.com

COURSE OVERVIEW

Module title	Description	Assessment
Contemporary Challenges - Mandatory Module	Senior level marketers need to be able to identify the key influences on the future drivers of the organisation and match those with organisational resources to determine future direction. This module will enable you to evaluate the potential impact of emerging contemporary marketing challenges, and apply strategic thinking to develop future strategies.	An organisation-based assignment.
Leading Change - Mandatory Module	A key aspect of a senior marketer's role is leading and managing change within an organisation. This module will enable you to meet the challenges of change by providing a platform for supporting future responses through harnessing organisational potential and sustainable innovation. In addition you will develop an understanding of how the organisation's assets can be managed to build and sustain a clear market position to guide, support and implement market-led change within an organisation.	An organisation-based assignment.
Consultancy - Elective Module	Senior marketers often gain experience across different organisational types and sizes over the course of their career, giving them a detailed insight into a range of marketing related issues and problems. This experience, within the heart of an organisation, can be developed into a consultancy role either within a large organisation linking in with key clients or as an independent consultant within a marketing specialism.	An organisation-based assignment.
Managing Business Growth - Elective Module	<p>Growth is a key driver within any organisation and developing both a structured and creative approach to determining where potential or existing opportunities exist is an essential skill for senior marketing professionals. The size, type and form of the organisation can help or hinder this process so an in depth knowledge of the complexities of the organisation and its context is critically important to facilitate decision making at the strategic level.</p> <p>This module is designed to enable the marketer starting with a wider view of organisations to focus down onto a specific area – ideally the one they work in or interact with in their current role, and to facilitate solutions which maximise strategic fit.</p>	An organisation-based assignment.

CIM POSTGRADUATE DIPLOMA IN PROFESSIONAL MARKETING - **LEVEL 7**

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

ONLY AVAILABLE TO INTERNATIONAL DELEGATES.

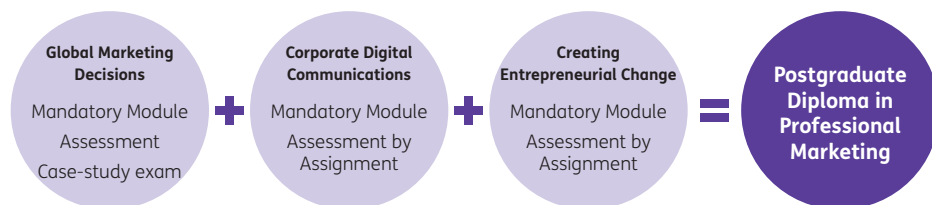
The CIM Postgraduate Diploma in Professional Marketing develops creative, innovative and entrepreneurial strategic thinking to respond to international marketing challenges as demanded by global employers.

QUALIFICATION OVERVIEW

Those who successfully achieve this qualification will be able to develop creative, innovative and entrepreneurial strategic thinking to respond to international marketing challenges as demanded by global employers. This qualification provides the knowledge and skills to successfully develop organisation planning and change at a strategic level.

WHO IS IT FOR?

The CIM Level 7 Postgraduate Diploma in Professional Marketing is aimed at the professional marketer working at a senior level, wishing to move to a more strategic management role, and develop their knowledge and skills across a range of areas to succeed and progress in their marketing career and add value to their organisations across global markets.



ENTRY REQUIREMENTS

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

- CIM Professional Diploma in Marketing
- CIM Digital Diploma in Professional Marketing
- A business or marketing Bachelor's or Master's degree (or an equivalent qualification) where a minimum of half of the credits come from marketing modules.
- A range of experience working (normally three years) at senior marketing management level
- IELTS Academic Modules with an overall score of 6.5 or equivalent demonstration of English.

HOW LONG WILL IT TAKE?

There are three CIM assessment deadlines in a year and you can begin your studies at any time.

Each of the modules can be completed in a 3 - 6 month period, with the entire qualification taking from 9 - 18 months.

Guided learning hours for each module are 200 hours TQT (Total Qualification Time) including assessment.

TALK TO US TODAY ABOUT OUR MARKETING COURSES.

Call 01223 365 505 or email enquiries@professionalacademy.com

COURSE OVERVIEW

Module title	Description	Assessment
Global Marketing Decisions	To prepare you to undertake a strategic audit of a global organisation and assess its capability and capacity to deliver across a range of business and marketing strategies before making recommendations, based on a full critical evaluation of the various options available. You will be required to apply a range of financial and risk assessment models to support decision making in relation to achieving the organisations vision, mission, and strategic business and marketing objectives.	Pre-seen case-study based exam
Corporate Digital Communications	Senior level marketers need to be able to identify and prioritise key stakeholders, and the influence they have in determining the role for corporate reputation management in organisations. This module will enable you to critically appraise the corporate brand and the importance of digital communications in developing corporate positioning and building brand equity. Learners will be able to recommend and justify digital channels and tools effectively to support corporate reputation.	Work-based assignment
Creating Entrepreneurial Change	The new constant is a disruptive state of flux, winning managers will be those who embrace entrepreneurship and create transformational change and value for their organisation. You will investigate the dynamics of innovation and change, and this unit will enable you to identify the key learning processes in driving distributive strategies.	Work-based assignment

CIM QUALIFICATION FEES

If you are not sure which qualification you are most suited contact us on **01223 365 505** or **enquiries@professionalacademy.com** and we can advise you further.

CIM COMPLETE LEARNING PACKAGE

Both the CIM Complete Learning Packages include everything you will need to complete your studies.

WHAT IS INCLUDED?

- all study material - including study guide and book pack
- online resources
- a tutor-led two-day workshop (or equivalent) for each module (a single two-day workshop for the Foundation Certificate)
- personal advisor
- personal tutor support for up to two years
- tutor feedback on assessments
- pass guarantee

Qualification title	Price excluding VAT*	Price including VAT
Foundation Certificate in Professional Marketing	£920.00	£1104.00
Foundation Certificate in Professional Digital Marketing	£920.00	£1104.00
Certificate in Professional Marketing	£1885.00	£2262.00
Certificate in Professional Digital Marketing	£1885.00	£2262.00
Diploma in Professional Marketing	£2080.00	£2495.00
Diploma in Professional Digital Marketing	£2080.00	£2495.00
Marketing Leadership Programme	£5350.00	£6420.00

*Channel Islands costs will exclude VAT but will include an additional fee of £150 for the Foundation Certificate and £300 for both the Certificate and Diploma in Professional Marketing.

CIM DISTANCE LEARNING (LITE) PACKAGE

Both the CIM Distance Learning Packages include everything you will need to complete your studies.

WHAT IS INCLUDED?

- pass guarantee
- virtual learning environment
- all study material - including study guides
- personal tutor support for up to two years
- tutor feedback on assessments
- past exam/assignment samples & examiners reports

Qualification title	Price excluding VAT	Price including VAT
Foundation Certificate in Professional Marketing	£560.00	£672.00
Foundation Certificate in Professional Digital Marketing	£560.00	£672.00
Certificate in Professional Marketing	£1225.00	£1470.00
Certificate in Professional Digital Marketing	£1225.00	£1470.00
Diploma in Professional Marketing	£1335.00	£1602.00
Diploma in Professional Digital Marketing	£1335.00	£1602.00
Marketing Leadership Programme	£3350.00	£4020.00
Postgraduate Diploma In Professional Marketing	£1415.00	£1698.00

CIM INDIVIDUAL MODULES

It is possible to break up your qualification into specific individual modules either if you have undertaken qualifications in the past or just want to brush up on a specific subject matter. For more information on whether this is the right option for you contact Professional Academy on 01223 365 505 or enquiries@professionalacademy.com.

Qualification	Module	Price ex. VAT
Foundation Certificate in Professional Marketing/Professional Digital Marketing	Complete Learning Package	£480.00
	Distance Learning (Lite)	£310.00
Certificate in Professional Marketing/ Professional Digital Marketing	Complete Learning Package	£635.00
	Distance Learning (Lite)	£415.00
Diploma in Professional Marketing/ Professional Digital Marketing	Complete Learning Package	£710.00
	Distance Learning (Lite)	£455.00
Marketing Leadership Programme	Complete Learning Package	£1785.00
	Distance Learning (Lite)	£1125.00

CIM FEES

In addition to your course fees you are required to pay for your CIM student membership and the cost of the assessments. These costs are payable directly to CIM and are not included in the cost payable to Professional Academy.

CIM Qualifications	CIM Affiliate (Studying) Membership Fees	Assessment Fees	
	UK & International*	Exam	Assignment
Foundation Certificate in Professional Marketing/ Professional Digital Marketing**	£65.00	£110.00	£110.00
Certificate in Professional Marketing/Professional Digital Marketing**	£65.00	£150.00	£150.00
Diploma in Professional Marketing/ Professional Digital Marketing	£65.00	£190.00	£190.00
Marketing Leadership Programme	£65.00	N/A	£290.00
Postgraduate Diploma in Professional Marketing	£65.00	£210.00	£210.00

*Resident outside of Western Europe should refer to the CIM Emerging Market Rates documents via www.cim.co.uk

**Exam modules also require a £45 Online proctoring fee.

COURSE DELIVERY OPTIONS

WE OFFER TWO DIFFERENT COURSE DELIVERY OPTIONS –
PREMIUM AND LITE.

Lite: A complete and comprehensive distance learning package, incorporating one-to-one tutor support, the full suite of course materials and access to powerful online learning resources.

Premium: All of the above, with the added benefit of face-to-face, tutor-led workshops where you will learn alongside other students.

	Premium	Lite
Course materials:		
Study handbook	✓	✓ (download only)
Tutor-written study guides	✓	✓ (download only)
Digital Course Resources	✓	✓
Physical Copies of Core text books	✓	
The Refinery:		
E-learning modules	✓	✓
Download resources	✓	✓
View assignments	✓	✓
Book workshops	✓	
One-to-one tutor support:		
Guidance and advice	✓	✓
Assignment feedback	✓	✓
Workshops:		
Intensive workshops	✓	
Evening workshops	✓ (where applicable)	

FREQUENTLY ASKED QUESTIONS

Q. DO I REALLY NEED A QUALIFICATION?

That depends. Do you really want to advance your career?

An accredited qualification from an internationally respected awarding body not only shows prospective employers that your skills are up to scratch and up to date – it tells them that you're a resourceful, highly motivated individual with the will to succeed. And if you aiming high, senior posts increasingly require masters-level qualifications at the very least. The sooner you get on the ladder, the faster you can climb.

Q. WHICH QUALIFICATION IS RIGHT FOR ME AND WHAT LEVEL DO I START AT?

With so many different courses, modules and qualifications on offer, it can be hard to figure out the best route to take. That's where we come in.

Call us any time and we'll be happy to talk you through your options. Tell us about your background, your current role and, most importantly, where you want to take your career, and we'll help you identify the course and qualification that will deliver the greatest benefit.

Q. WILL I REALLY BE ABLE TO DO IT?

If it's been a long time since you last took an exam or submitted coursework, the idea of stepping back into the classroom can be daunting. But with help from our experienced tutors and friendly support staff, we promise that you can and will succeed.

We believe that anyone can learn new skills and achieve their goals, and we've been proved right time and time again. Our pass rates are consistently above average – our students keep surprising themselves, but we're not surprised. Even if you don't pass first time, our 100% Pass Guarantee means that, if you're willing to put in the work, we'll keep supporting you until you do.

Q. HAVE I GOT THE TIME?

You might be wondering how on earth you would find the time to study for a qualification on top of a full-time job. But one of the great things about studying with Professional Academy is that we fit the course around you, not the other way around.

With study centres all over the country and a range of different course options and e-learning packages, we can plan a study programme that fits around your work and home life. You can start when you want, go at your own pace and study without stress.

Q. CAN I AFFORD IT?

Studying for a new qualification is a significant investment in terms of both time and money. But if you consider the personal and financial benefits that new skills, a better job and a higher salary will bring, both now and for years to come, the return on your investment is huge.

We'll do everything we can to help. If you're hoping that your employer will finance your training, we can supply all of the facts, figures and supporting information you need to convince them that it's a sound investment. If you're planning to pay for it yourself, we can offer a range of staggered payment options that will make it easy to manage.

Professional Academy is a market leader in professional learning and development. We've trained professionals working at some of the foremost companies in every sector, including:

GOVERNMENT

Arts Council London
Bedfordshire County Council
British Waterways
Business Link
Children's Workforce Development Council
DEFRA
Devon and Cornwall Constabulary
Disability Rights Commission
Environment Agency
Guernsey Police
Land Registry
Met Office
Metropolitan Police
Peterborough City Council
States of Jersey
The Falkland Islands Government
UK Border Agency
Wandsworth Borough Council
Westminster City Council

EDUCATION

Bangor Business School
Bradford University
Cambridge Education
Cambridge ESOL
Cardiff University
City College Plymouth
College of Medicine & Veterinary Medicine
Kings College London
Northumbria University
University of Portsmouth
University of the Arts
University of Ulster
University of Westminster
University of York

FINANCIAL

Abbey National Offshore
American Express
AXA Sun Life Services
Bank of Scotland International
Barclays Bank plc
Endsleigh Insurance Services
Halifax plc
HSBC Bank plc
KPMG
Lloyds TSB
Natwest
Price Waterhouse Coopers
RBS International
Royal Bank of Canada
Royal Bank of Scotland
Scottish Equitable
Visa Europe
Zurich Insurance Plc

CHARITIES & ASSOCIATIONS

Chartered Physiotherapists
Battersea Dogs Home
Cancer Research UK
Design Council
Jersey Heritage Trust
Law Society
Linkage Community Trust
National Association of Goldsmiths
RSPB
The Royal Society

FOOD & DRINK

Arla Foods
Baxters Food Group
Brita Water Filter Systems
Cadbury plc
Carlsberg UK
Dairy Crest Ltd
Dominos Pizza Group
Heinz Frozen & Chilled Foods
Innocent Drinks

Kellogg Company
Kraft Foods
Masterfoods Ltd
Molson Coors Brewers Ltd
Nestle UK
Premier Foods
Sainsbury's
Tate & Lyle
Young's Seafood Ltd

OTHER COMMERCIAL

Bovis Lend Lease
British Nuclear Group
Corgi
Corus Construction and Industrial
Countryside Properties
EDF Energy
Mitie Group plc
Novatec
NPower
Riba Bookshops
Tarmac
UKAEA
UK Hydrographic Office
Velux
Willmott Dixon Construction

FOREIGN

AMRI University of New Orleans
British American Business Inc
Deutsche Bank International
Ecobank Nigeria plc
Fidelity Business Services India
Ghana Telecom
Guinness Nigeria
National Starch & Chemical
Neways International
Unibank
Unilever Nigeria plc
United Nations Development Programme

TRANSPORT

Arriva Yorkshire
Birmingham International Airport
British Airways
City Link
Emirates
Flybe
Honda (UK)
NCP
Porche East London
RAC Motoring Services
Rail Europe
South West Trains
Transport for London Tube Lines

TECHNOLOGY & COMMUNICATIONS

British Telecom
BskyB
Cambridge University Press
DHL
Discovery Channel
Guernsey Post
Hewlett Packard
Jersey Telecom
Macmillan Publishers
Microsoft
National Geographic Channel
O2 UK Ltd
Royal Mail
Siemens plc
Tiscali UK
TOMTOM
Twentieth Century Fox
Vodafone
Xerox

RETAIL & LEISURE

Amazon
Avon Cosmetics
Best Western Hotels
Britannia Hotel
Centrale Shopping Centre
Christies
City of London Festival
Dixons Group Plc
Hallmark Cards
Hamblins LLP
Hilton Hotels
Holiday Inn
Jersey Tourism
John Lewis
Lastminute.com
Motorola
Olympus Sportswear
Premier Inn
Scottish FA
The FA Premier League
Travelax
Travelocity
TUI Travel PLC
Velcro
Virgin Holidays
West Yorkshire Playhouse

HEALTH

American Optical UK
Astra Zeneca
NHS Trust
GE Healthcare
GlaxoSmithKline
Guys and St Thomas NHS Trust
Napp Pharmaceuticals
National Blood Service
Prestige Nursing
Rentokil Initial Practitioners
Royal College of Nursing
St Andrews Healthcare
St John Ambulance

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