

## EVERYONE HAS AN INNER GENIUS

*We can help  
you find yours*

TEF Silver

AWARDED SILVER IN THE  
2017 TEACHING EXCELLENCE  
FRAMEWORK

Course Validated by

CIM  
Accredited Study Centre

## CIM Level 3 Foundation Certificate in Marketing

*Have you got a passion for marketing? Would you like to take your digital marketing and promotional skills to the next level?*

### COURSE OVERVIEW

The Foundation Certificate in Marketing is ideal if you are already in a job which involves marketing or want to find out more about the subject with a view to entering the profession. The qualification is designed to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role. You will need to successfully complete two units/awards to achieve this qualification.

### MODULES

#### - Marketing Principles

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 can 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.

#### - Digital Essentials

This module provides you with an understanding of what is meant by digital marketing and the key communication tools used. It outlines the key factors that influence the digital consumer including social networks and virtual communities. It identifies the importance of developing campaign content aimed at specific market segments and how campaigns can be measured.

### LOCATION

WORCESTER  
WMKT-CT3-1718

### COURSE LENGTH

20 weeks (qualification can be achieved within one year)

### TUITION FEES

£600

### ADDITIONAL COSTS

Annual registration fee £55  
Assessment Fees £200  
(£100 per award)

### AWARD ON SUCCESSFUL COMPLETION

CIM Level 3  
Foundation Certificate  
in Marketing

### HOW TO APPLY

Please apply through our website at [www.howcollege.ac.uk](http://www.howcollege.ac.uk)

## EVERYONE HAS AN INNER GENIUS

*We can help  
you find yours*



AWARDED SILVER IN THE  
2017 TEACHING EXCELLENCE  
FRAMEWORK

### ENTRY REQUIREMENTS

- A desire to know more about marketing!
- If English is not your first language, a suitable English qualification e.g. IELTS

### DELIVERY INFORMATION

- Course is delivered over 2 modules known as awards or each award can be taken separately. Delivery for either is one session per week on a Thursday 18.00-20.00 over 10-12 weeks per award.
- In addition you are expected to undertake an average of 2 hours of independent study per week.
- Course entry points in September and January.

### PROGRESSION

After successfully completing this course you will achieve Associate Membership of the CIM and will be eligible to complete the level 4 Certificate in Professional Marketing.

### METHODS OF ASSESSMENT

- Marketing Principles exam
- Digital Essentials assignment

### STAFF EXPERIENCE

Lecturers have occupational experience in marketing as well as degree level or higher academic qualifications. In addition each will have a recognised teaching qualification.