

## EVERYONE HAS AN INNER GENIUS

*We can help  
you find yours*

Join our graduates  
and fast track  
your way to a  
successful career

TEF Silver

AWARDED SILVER IN THE  
2017 TEACHING EXCELLENCE  
FRAMEWORK

Course Validated by

CIM  
Accredited Study Centre



## CIM Level 4 Certificate in Professional Marketing

*Prove that you have the skills  
and improve your prospects to  
compete in the demanding and  
dynamic world of marketing  
with this recognised level 4  
qualification sought after by  
employers.*

### COURSE OVERVIEW

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide you, as a practising marketer, with relevant, contemporary marketing knowledge to equip you for the current global landscape. Successful completion of this marketing qualification will establish the knowledge, skills and understanding to be able to succeed at an operational level and to perform an essential and successful professional marketing role within the workplace. You will need to successfully complete three units/awards to achieve this qualification, usually in one year.

### MODULES

#### - Marketing (Mandatory Module)

This module is about recognising the importance of marketing's role in driving success and delivering results. It 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, and the elements of the marketing mix and how these are applied to address market and customer needs.

#### - Integrated Communications (Mandatory Module)

This module aims to enable understanding of the importance of effective internal and external

### LOCATION

WORCESTER  
WMKT-CT4-1719

### COURSE LENGTH

Qualification can be  
achieved within one year.

### TUITION FEES

£1860

### ADDITIONAL COSTS

Annual registration fee £55  
Assessment Fees £420  
(£140 per award)

### AWARD ON SUCCESSFUL COMPLETION

CIM Level 4  
Certificate in  
Professional Marketing

### HOW TO APPLY

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



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communications in building sustainable relationships and delivering customer value. It 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.

### - Digital Marketing (Centre mandated elective module)

This module is about appreciating the importance of the ever-evolving digital landscape and understanding how to develop skills to improve digital marketing effectiveness. It 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 monitoring and measurement techniques that enable organisations to improve digital marketing performance.

### ENTRY REQUIREMENTS

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

- CIM Level 3 Introductory or 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 on to Level 4.
- If English is not your first language, a suitable English qualification e.g. IELTS

### DELIVERY INFORMATION

- Course is delivered over 3 modules known as awards or each award can be taken separately. Delivery for either is one session per week over 10-12 weeks per award.
- Delivered on a Wednesday 18.00-21.00.
- In addition you are expected to undertake an average of 3 hours of independent study per week.
- Course entry points in September, January and April.

### PROGRESSION

After successfully completing this course you will achieve Associate Membership of the CIM and will be eligible to complete the level 6 Diploma in Professional Marketing.

### METHODS OF ASSESSMENT

- Marketing exam
- Integrated Communications work-based assignment
- Digital Marketing portfolio assessment

### 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.