

# HEI

WORCESTERSHIRE  
Higher Education Institute

2019/20



EVERYONE HAS AN  
INNER GENIUS

We can help  
you find yours



QAA

UK Quality Assured

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 develop your knowledge and skills to take you 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 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-CT3-1921

### COURSE LENGTH

Qualification can be achieved within one year

### TUITION FEES

£640

### ADDITIONAL COSTS

Annual registration fee £65  
Assessment Fees £210 (£105 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)

For further information please visit [howcollege.ac.uk](http://howcollege.ac.uk) or email our Professional Admissions Team, [ProfAdmissions@howcollege.ac.uk](mailto:ProfAdmissions@howcollege.ac.uk)



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### 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

- The course is delivered over 2 modules known as awards or each award can be taken separately. Delivered on a Thursday 18.00-20.00.
- In addition you are expected to undertake an average of 2 hours of independent study per week.
- Course entry points are in September and January.
- The Marketing Principles module runs from September to December and the Digital Essentials from January to June.

### PROGRESSION

You will have affiliate studying membership of the CIM whilst undertaking the qualification. After you successfully complete this course you 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.

For further information please visit [howcollege.ac.uk](http://howcollege.ac.uk) or email our Professional Admissions Team, [ProfAdmissions@howcollege.ac.uk](mailto:ProfAdmissions@howcollege.ac.uk)



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