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Course Validated by

CIM

Accredited Study Centre

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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 communications in building sustainable relationships and delivering customer value. It provides the opportunity



2019/20



LOCATION

WORCESTER

WMKT-CT4-1921

COURSE LENGTH

Qualification can be achieved within one year.

TUITION FEES

£1860

ADDITIONAL COSTS

Annual registration fee £65

Assessment Fees £435 (£145 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

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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

- The course is delivered over 3 modules known as awards or each award can be taken separately. Delivery 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.
- The Integrated Communications module runs September to December, Digital Marketing from January to March and Marketing from April to July.

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 apply for graded CIM membership and to complete the Level 6 Diploma in Professional Marketing.

METHODS OF ASSESSMENT

- Marketing exam
- Integrated Communications assignment
- Digital Marketing 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.