

HEI

WORCESTERSHIRE
Higher Education Institute

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INNER GENIUS

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you find yours



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TEF Silver

AWARDED SILVER IN THE
2017 TEACHING EXCELLENCE
FRAMEWORK

Course Validated by

CIM

Accredited Study Centre

For further information please visit howcollege.ac.uk or email our
Professional Admissions Team, ProfAdmissions@howcollege.ac.uk

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CIM Level 4 Certificate in Professional Digital 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 go to for marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career. This Level 4 qualification accredited by the Chartered Institute of Marketing provides you with the key knowledge and skills needed to perform professionally in an operational level role within the marketing department.

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.

- Planning Campaigns (Mandatory Module)

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.



2020/21



LOCATION

WORCESTER

WMKT-CT4-2022

COURSE LENGTH

Qualification can be achieved within one year.

TUITION FEES

£1860

ADDITIONAL COSTS

Annual registration fee £65

Assessment Fees £450
(£150 per award)

AWARD ON SUCCESSFUL COMPLETION

CIM level 4
Certificate in Professional
Digital Marketing

HOW TO APPLY

Please apply through our website at www.howcollege.ac.uk



HEART OF

WORCESTERSHIRE
COLLEGE

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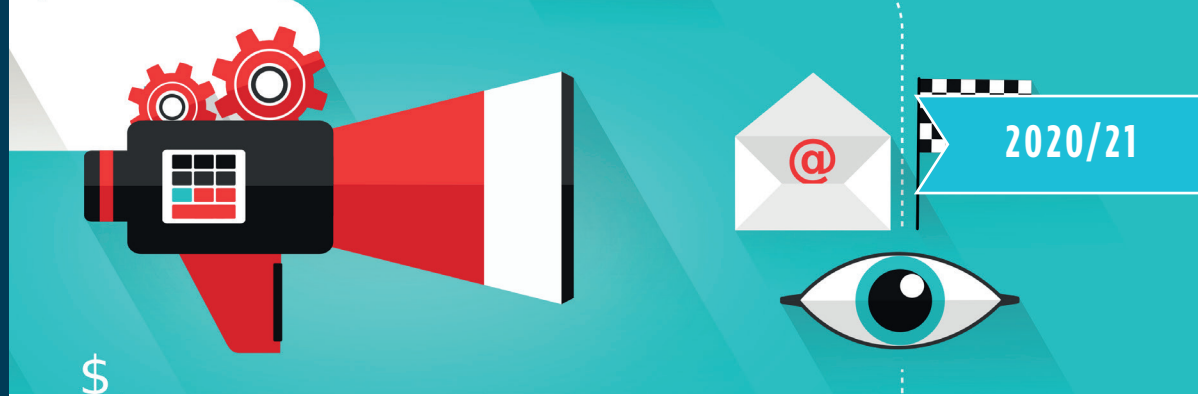
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- Digital Marketing (Centre mandated elective module)

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 three modules known as awards or each award can be taken separately. Delivery is one session per week (10 weeks per award).
- Delivered on a Wednesday 18.00-21.00.
- In addition you are expected to undertake an average of 6 hours of independent study per week.
- Course entry points in September, January and April.
- The Planning Campaigns 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
- Planning Campaigns 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.