

# HEI

WORCESTERSHIRE  
Higher Education Institute

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## CIM

Accredited Study Centre

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)



HEART OF  
**WORCESTERSHIRE  
COLLEGE**

2021/22



## CIM Level 3 Foundation Certificate in Professional Digital 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

Perfect for those new to roles that involve marketing or who aspire to work in the marketing industry. This Level 3 qualification accredited by the Chartered Institute of Marketing provides you with the essential knowledge and skills needed to perform professionally in a support level role within the workplace and enter the world of marketing.

### 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 Fundamentals

This module provides an introduction to the main aspects of digital marketing. On completion you will have an appreciation of the impact that digital technology has had on marketing activities and its effect on customers. You will have an understanding of the digital marketing tools available, how those tools can be used and how to develop digital marketing content. Finally, you will know how to develop digital communications campaigns and how the effectiveness of those campaigns can be measured.

### LOCATION

WORCESTER

WMKT-CT3-2123

### COURSE LENGTH

Qualification can be achieved within one year

### TUITION FEES

£670

### ADDITIONAL COSTS

Annual registration

fee £65

Assessment Fees £220

(£110 per award)

### AWARD ON SUCCESSFUL COMPLETION

Foundation Certificate  
in Professional Digital  
Marketing

### HOW TO APPLY

Please apply through  
our website at  
[www.howcollege.ac.uk](http://www.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 two 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 4 hours of reading/independent study per week.
- Course entry points are in September and January.
- The Marketing Principles module runs from September to December and the Digital Fundamentals from January to April.
- The course is supported by online materials via our Virtual Learning Environment and may be supplemented by online delivery.

### 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 Digital Marketing

### METHODS OF ASSESSMENT

- Marketing Principles multiple-choice online exam
- Digital Fundamentals 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.

*All course information, location of courses and fee information within this leaflet is correct at the time of publication. Where there is a change to published information, students will be notified in a timely manner and provided with a detailed explanation. If a course is cancelled, the College will make efforts to ensure that applicants receive timely advice on other suitable courses and options available. Any decisions made by Heart of Worcestershire College are carefully considered and made in the best interests of our students, to enhance both their success and experience.*

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