



EVERYONE HAS AN INNER GENIUS

We can help you find yours

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 Essentials

This module provides an understanding of the key concepts and terminology used in marketing. On completion of the module, you will have a knowledge and understanding of the role and function of marketing within organisations and the factors that influence consumer and business buying behaviour. You will also be able to identify key components of the marketing environment and have an appreciation of how to collect and utilise relevant information about it. Finally, learners will be able to outline the concepts and elements which make up the marketing mix and understand how these can be applied.

- Content and Channels

This module introduces the types of content marketers can create, as well as the channels that can be used to publish and promote them. On completion of the module, learners will be able to recommend the most appropriate channel to use in their marketing. Candidates will be able to interpret the aims and objectives of a business, as well as who their target audience are, and plan content accordingly. Finally, you will recognise the links between content and channels, and their suitability in each case.

LOCATION WORCESTER

COURSE LENGTH
Qualification can be achieved within one year

TUITION FEES
£670

ADDITIONAL COSTS PAYABLE DIRECT TO CIM

Annual membership fee £65
Assessment fees: £125 per unit, CIM fees may increase.

AWARD ON SUCCESSFUL COMPLETION
CIM Level 3 Foundation Certificate in Professional & Digital Marketing

HOW TO APPLY
Please apply through our website at www.howcollege.ac.uk

AdvanceHE

Affiliate Member 22-23

Course Validated by

CIM

Accredited Study Centre

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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 at our Worcester campus on a Thursday evening 18.00-20.00.
- In addition, you will be expected to undertake an average 4 hours of reading/ independent study per week.
- Course entry points are in September and January.
- The course is supported by online materials via our Virtual Learning Environment and may be supplemented by online delivery.

PROGRESSION

You will need to be a member of CIM whilst studying the qualification, this is currently £65 for annual membership and you apply via the CIM website www.cim.co.uk. After you successfully complete this course, you will be eligible to complete the CIM Level 4 Certificate in Professional & Digital Marketing.

METHODS OF ASSESSMENT

Onscreen CIM assessments utilising either multiple-choice testing scenario-driven short and extended answer response tests.

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.