

EVERYONE HAS AN
INNER GENIUS

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Affiliate Member 22-23

Course Validated by

CIM

Accredited Study Centre

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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 Impact

This module focuses on the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.

- Responsible Marketing

This module looks at responsible marketing as a growing imperative as societal and environmental challenges grow. There is growing scrutiny on brands' behaviour regarding diversity, inclusion, and sustainability, leading to more discerning consumer choices. Marketing faces a growing need to understand and ensure socially responsible practices, prioritise transparency and honesty to build trust and be more considerate in relation to their messaging, channels and tactics.



2024/25



LOCATION

WORCESTER

COURSE LENGTH

Qualification can be achieved within one year.

TUITION FEES

£1,920

ADDITIONAL COSTS

Additional costs payable direct to CIM

Annual membership: fee £65

Assessment fees: £130 per unit

CIM fees quoted above may increase

AWARD ON SUCCESSFUL COMPLETION

CIM Level 4 Certificate in Professional & Digital Marketing

HOW TO APPLY

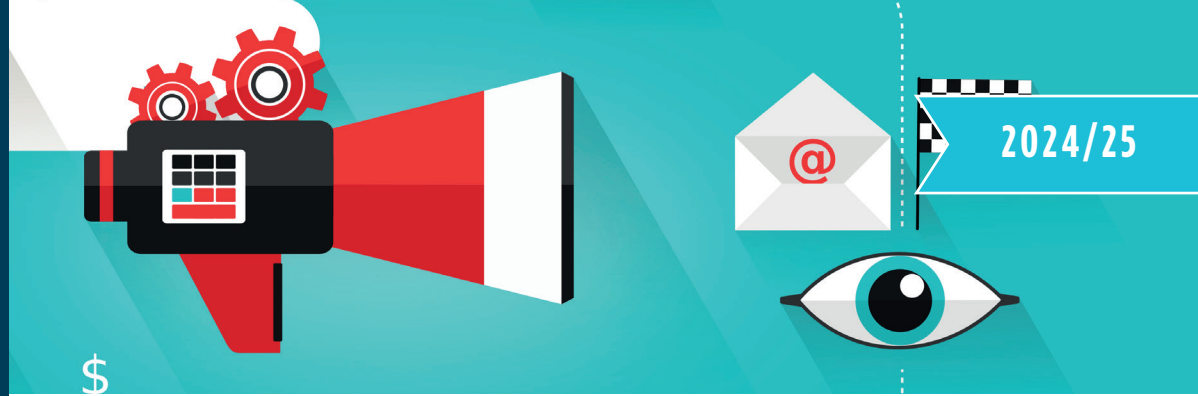
Please apply through our website at www.howcollege.ac.uk

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- Martech

This module focuses on marketing technology, or ‘Martech’, which is now essential to facilitate and execute marketing activities. It will provide knowledge on the importance and application of ‘Martech’ including Artificial Intelligence within organisations. You will learn how ‘Martech’ can be used across the customer journey to support paid campaigns, and social media activities to nurture long-term MCQ relationships. You will gain the skills to successfully analyse web analytics outputs and make suitable recommendations for the future.

- Content Marketing

This module looks at content marketing and its crucial role in delivering effective digital marketing campaigns. This module provides the knowledge and skills to successfully create content to support marketing goals. You will learn how different content formats can be used within campaigns to support the customer journey as well as the impact developing technology can have on content production. You will gain the skills to produce a suitable content plan to support organisational initiatives.

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 at our Worcester campus on a Wednesday evening 18.00-21.00.
- In addition, you will be expected to undertake an average 6 hours of reading/independent study per week.
- Course entry points are in September, January and April
- The course is supported by online materials via our Virtual Learning Environment and may be supplemented by online delivery.

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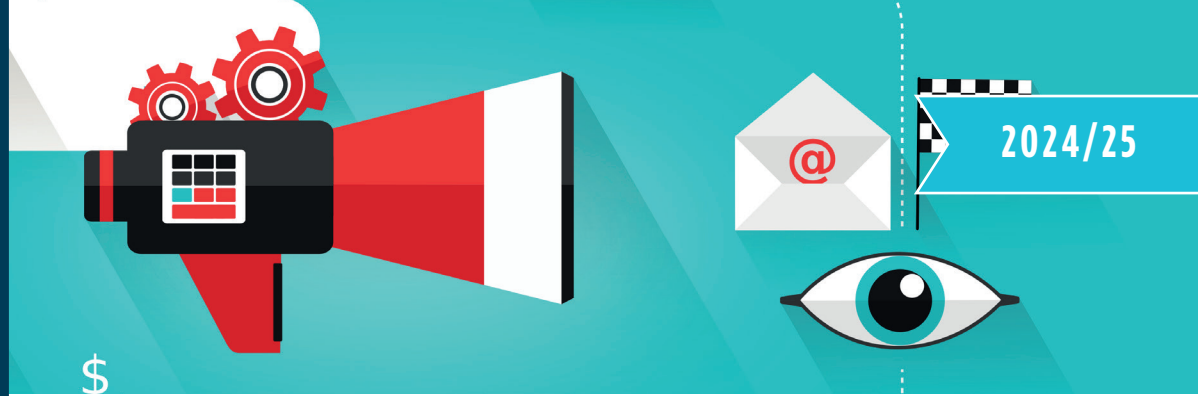
WORCESTERSHIRE
Higher Education Institute

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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 6 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.

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



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COLLEGE**