

COURSE INFO

CIM Level 4 Award in Marketing

Level	Mode of Study	Location
4	Evening	South Wigston Campus

Introduction

The CIM Certificate in Professional Marketing has been developed for those who are in marketing and are looking to progress their career. This new qualification will give you the practical skills and knowledge to devise and implement tactical marketing activities and campaigns. You will gain relevant and contemporary marketing knowledge that will help you build your credibility in your professional marketing role.

This recognised CIM qualification is ideal if you are a junior marketer, working in a support role or simply undertake marketing as part of your job.

Marketing is a key driver of success in today's dynamic organisations. This module will give you an insight into marketing concepts and tools and how these are applied to deliver results.

Study Outline

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.

Unit 1: The marketing concept

- Understand the role and function of marketing (10%).
- Understand what influences customer behaviour (15%).

Unit 2: Analysis and insight

- Identify factors and trends in the marketing environment and how they affect marketing planning (15%).
- Identify options for gathering relevant marketing information (15%).

Important details

South Leicestershire College has taken care to ensure the information on the website is as accurate as possible at the time of publication. It is intended as a general guide to its courses and facilities and forms no part of a contract. The College accepts no liability and reserves the right to make changes to course information or withdraw without notice any of the programmes or facilities described. It is advisable to check your chosen course information prior to enrolment.

Unit 3: Marketing mix

• Know the elements of the marketing mix (30%).

• Apply and adapt the marketing mix to satis

Entry Requirements

• CIM Introductory Certificate in Marketing (Level Two or Three)

• An NVQ or SVQ Level 3 (equivalent to NGF Level 3)

• An NVQ or SVQ Level 4 in any other subject (UK equivalent to NGF Level 4 and above)

• International Baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4 If English is not your first language, you`ll also need to provide evidence of at least IELTS 6.5 or Trinity ISE III or Trinity ISE IV

Eligibility Criteria:

• To enrol for this course you need to meet one or more of the Chartered Institute of Marketings admissions criteria

Equipment

You will require material for taking notes, access to a computer for writing your assignment would be advantageous although you can access PC's at college. You will also have access to our well stocked library and e-library.

You are required to become a member of CIM - this is arranged by yourself:

<http://www.cim.co.uk/membership/>

You will also need to pay for your assessment:

<http://www.cim.co.uk/qualifications/certificate-in-professional-marketing/>

Attendance

Classes are held at our South Leicestershire College Campus on a Thursday evening 18.15-21.15

Assessment

50 multiple-choice questions to be completed in a two hour controlled assessment.

Progression

In order to gain the full Certificate in Professional Marketing you will need to successfully achieve:

- Award in Marketing

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- Award in Integrated Communication
- Award in Digital Marketing

All units are delivered at South Leicestershire College.

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