



Meeting the professional development needs of your organisation

#### Duration:

Courses are delivered over a 12 week period and are run subject to demand

#### Attendance:

Typically 3 hours per week, daytime or evening to suit

### Contact Details

#### FBSE

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## CIM Introductory Certificate in Marketing

### Course overview

The Chartered Institute of Marketing's Introductory Certificate in Marketing is for all those who want to find out more about marketing – whether you're in a job that involves marketing or not. It answers the question: What is marketing? It also aims to develop knowledge and skills for people who are working to support others in basic marketing tasks.

By the end of this qualification you should:

- understand the function of marketing and its role in an organisation
- know about the four Ps (Product, Price, Place and Promotion) and how to apply the marketing mix
- understand more about customers and managing customer relationships
- be able to communicate to both internal and external customers using a variety of different means.

You will be taught by our specialist marketing academics who have practical experience in industry, commerce, services and non-profit sectors.

### Who is this course for?

The course is aimed at people working in their first marketing roles, marketing support functions or in smaller companies where marketing tasks are only a part of their job function who have no or little academic background in marketing.

The Introductory Certificate in Marketing is suitable for those who are:

- Non-marketers with some marketing involvement
- Working on the periphery of marketing
- Undertaking junior marketing, secretarial or administrative roles
- Event management assistants
- Call centre employees
- People taking modern apprenticeships or their equivalent





## Entry requirements

This is an 'open' qualification, which means you don't need any previous qualifications or marketing experience. However, if you are working or have some business experience, this will certainly help you put your learning into context. All students must register as a studying member of the CIM.

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 5.5 proficiency or Trinity ISE III/IV.

## Fees

Tuition Fees for the academic year 2012-2013 are:

- UK and EU students £245 per unit
- Overseas students £370 per unit

CIM membership and assessment fees are additional, please see their website for information.



## Course structure

### CIM Introductory Certificate in Marketing

September - December\* (December Assessment) or  
January - March\* (March Assessment)

#### Units studied:

- What is Marketing? 6:00pm - 9:00pm
- Understanding Customer Relationships 7:30pm - 9:00pm

\* Typical programme

## Assessment

Assessment for the Certificate is by an on-line test and a written project comprising several brief work-based tasks.

In order to sit the appropriate assessment, all students must register as Studying Members with the CIM. CIM membership fees are currently tax deductible.

## How to apply

Places on the course may be made at any time by submission of an application form. The application form is obtainable from the Faculty Office.

Registration will also need to be made with the CIM: [www.cim.co.uk/learningzone](http://www.cim.co.uk/learningzone)

**University code:** GCIM0P

Disclaimer: Information in this leaflet is correct at the time of printing, but may be subject to change. For up to date course details and further information please contact Southampton Solent University or visit our website: [www.solent.ac.uk](http://www.solent.ac.uk)

## Contacts

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