



Meeting the professional development needs of your organisation

Duration: Courses start in September or January. The course is delivered over a duration of 1 - 2 years

Attendance:

Tuesday: 2-5pm and/or 6-9pm or
Thursday: 2-5pm and/or 6-9pm

Contact Details

FBSE

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CIM Professional Certificate in Marketing

Course overview

The CIM Professional Certificate allows you to develop the marketing skills sought after in both the private and public sectors.

The course covers a range of relevant business topics, in addition to marketing and sales.

The CIM Professional Certificate in Marketing is a recognised qualification in its own right, approximately equivalent to an HND or Foundation Degree.

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 Chartered Institute of Marketing (CIM) course in the Professional Certificate in Marketing is suitable for those who are either in junior marketing or marketing support positions who are seeking credibility as they aspire to more responsible marketing roles. It also serves as useful introduction to marketing for those working in a marketing management role in a small-to-medium-size (SME) but who do not have formal marketing qualifications.

How to apply

Places on the course may be applied 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





Entry requirements

1. CIM Introductory Certificate
2. Any general Bachelors or Masters degree
3. Two A Levels or agreed equivalents, eg GNVQ Advanced Level or Edexcel (BTEC) NC/D
4. NVQ or SVQ Level 3 in marketing
5. NVQ/SVQ Level 4 in any other subject (UK only)
6. International Baccalaureate
OR
7. Successful completion of the CIM Level 4 Entry Test

University Code: GCIM1P

Fees

Tuition fees for the academic year 2012-2013 are: £1240
 UK and EC students £310 per unit
 Overseas students £445 per unit
 CIM membership and assessment fees are additional, please see their website for information.



Course structure

Period 1 September - January (March Assessment)

Marketing Essentials (exam)

The aim of this unit is to provide a detailed explanation of the key theories and practice behind marketing as: an exchange process; a business function and also as a means of creating customer value in the short to medium term. This unit introduces individuals to the importance of the marketing planning process and the role of marketing across the organisation.

Marketing Information and Research (assignment)

This unit focuses on the importance of marketing information in gaining a more in-depth understanding of both the market in which the organisation operates and the customers it seeks to serve. It aims to provide an understanding of how marketing information supports marketing decisions within the organisation and how information contributes to the overall marketing process. The unit explores different research methodologies and encourages consideration of complementary approaches to collecting a range of market and customer information.

Period 2 February - May (June Assessment)

Assessing the Marketing Environment (exam)

The aim of this unit is to provide an understanding of the nature and scope of the internal and external marketing environment with broad consideration of the impact of international and global marketing.

Stakeholder Marketing (assignment)

The focus of this unit is to recognise the nature and scope of an organisation's diverse range of stakeholders (of which customers are part) and their relative importance to the marketing process and the market oriented organisation. The unit considers how to manage stakeholder relationships effectively, in terms of utilising a marketing mix that influences and satisfies stakeholder needs in line with the organisation's business and marketing objectives.

Contacts

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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