

CIM FOUNDATION

ABOUT LEVEL 3

The aim of the CIM Level 3 Foundation Certificate in Marketing is to provide the practicing marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

THE CIM LEVEL 3 FOUNDATION CERTIFICATE IN MARKETING QUALIFICATION

The CIM Level 3 Foundation Certificate in marketing is aimed at those in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career.

This CIM Level 3 Foundation Certificate in Marketing will equip you with the skills, knowledge and understanding to perform professionally when you are new to marketing. We bring learning to life through meaningful assessments which reflect the demands of the modern industry. As a result, you will develop a good understanding of the wider role of marketing and how your practical skills can be applied to future career progression.

THE CERTIFICATE IN MARKETING - CONTENT

MODULE 1 (MANDATORY) - MARKETING PRINCIPLES

- The function of marketing and its role in an organisation, as well as how the marketing mix is used to satisfy customer needs.

MODULE 2 (ELECTIVE) - CUSTOMER COMMUNICATIONS

- The different customers that organisations have.
- Ways of communicating with those customers, through building a marketing communications plan.

MODULE 3 (ELECTIVE) - DIGITAL ESSENTIALS

- Provides an understanding of what is meant by digital marketing and the key communication tools used.



YOUR QUESTIONS

ANSWERED

THE DELIVERY TIME:

There is one mandatory module and two elective modules from a choice of two. Each module requires 120 hours of study.

WHO SHOULD ATTEND?

The course is suitable for those with little or no experience in Marketing or delegates with non-marketing degrees.

WHAT QUALIFICATIONS DO I NEED?

There are no formal educational requirements, but you should ideally be working within a Marketing role. The programme is delivered in English so you should be reasonably fluent in both written and spoken English and possess a good level of IT skills.

WHAT ABOUT EXAMINATIONS?

Module 1 is assessed by a 2-hour multiple-choice examination containing 50 questions to be completed in a controlled environment. Each student must also complete all the required assignments and portfolios as well as attending all the training days.

WHAT HELP DO I GET?

You will be given continual guidance and support throughout the whole qualification to ensure success.

WHAT ABOUT CIM MEMBERSHIP?

Once you have completed the qualification you can become a member of the CIM with extensive membership benefits.

WHAT ABOUT COSTS AND FEES?

Oakwood has no intention of profiteering at the expense of our students' vocational qualifications. For this reason we maintain extremely competitive fee levels.

HOW DO I FIND OUT MORE OR REGISTER TO ATTEND?

Please contact our Programme Management team for a no-obligation discussion about enrolment, fees or any other matter that needs clarification.



OAKWOOD INTERNATIONAL MENA OFFICE

Office 901, 9th Floor Millennium
Plaza Hotel & Office Tower
Sheikh Zayed Road, Dubai, UAE

Tel: 00 971 (4) 3599020

Email: info@oakwooddubai.ae

Web: www.oakwooddubai.ae