

CIM INTERMEDIATE

ABOUT LEVEL 4

The CIM Level 4 Certificate qualification will give you a knowledge of the highest level of professional Marketing standards, designed to help you meet the ever-increasing demands expected of marketers at every stage of their career.

THE CIM LEVEL 4 CERTIFICATE IN PROFESSIONAL MARKETING QUALIFICATION

It is ideal for all those who are currently employed within Marketing and would like to study with the world's leading professional Marketing body. This programme is equivalent to an Undergraduate level qualification and is suitable for:

- Those working in the field of Marketing wishing to develop their knowledge and progress as a Marketing professional
- Those with responsibility for Marketing activities and decisions within an organisation
- Those contracted as an employee or an independent consultant within the field of Marketing

THE CERTIFICATE IN PROFESSIONAL MARKETING - CONTENT

MODULE 1 (MANDATORY) - MARKETING PRINCIPLES

This module provides an introduction to Marketing, including an understanding of the function of Marketing within the organisation, the importance of the role of Marketing in driving success and delivering results and how the elements of the Marketing mix are applied to address market and customer needs.

MODULE 2 (MANDATORY) - INTEGRATED COMMUNICATIONS

This module investigates the importance of effective internal and external communications in building sustainable relationships and delivering customer value. It covers the importance of communications planning, the concept of product and brand management, the components of the Marketing communications mix and integrated Marketing communications planning.

MODULE 3 (ELECTIVE) - CUSTOMER EXPERIENCES

This module recognises how a deeper knowledge of customer requirements within different contexts allows organisations to enhance the customer experience. It covers assessing customer expectations, how to meet those expectations, customer experience frameworks and how to improve customer experiences.

MODULE 4 (ELECTIVE) - DIGITAL MARKETING

This module is about understanding the changing digital landscape and how to develop the skills to improve digital effectiveness. It covers the challenges and opportunities within the digital environment, the skills and tools needed to enhance Marketing activities and the importance of effective digital monitoring and measurement techniques.



YOUR QUESTIONS

ANSWERED

THE DELIVERY TIME:

There are two mandatory modules and one elective module from a choice of two. Each module requires 130 hours of study.

WHO SHOULD ATTEND?

The course is suitable for those with some or limited marketing experience in marketing or delegates with non-marketing degrees. We also offer a Foundation Certificate in Marketing for those who have no previous Marketing experience.

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.



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