

CIM PROFESSIONAL CERTIFICATE SYLLABUS 2009 - 2010 OVERVIEW

Introduction

The new CIM Professional Certificate in Marketing is a Level 4 qualification, as defined by the Ofqual. This level requires students to:

- Develop a rigorous approach to the acquisition of a broad knowledge base
- Employ a range of specialised skills, determining solutions to a variety of unpredictable problems
- Generate a range of responses to a limited number of unusual problems, with the solutions being innovative to well defined
- Exercise appropriate judgement in planning, selecting and presenting information, methods or resources
- Evaluate information, using it and plan to develop investigative strategies.

The CIM Professional Certificate comprises 4 units.

Unit 1 – Marketing Essentials

Unit 2 – Assessing the Marketing Environment

Unit 3 – Marketing Information and Research

Unit 4 – Stakeholder Marketing

Upon successful completion all unit, a student will be awarded the CIM Professional Certificate in Marketing

Is the CIM Professional Certificate for you?

Eligibility to study for the CIM Professional Certificate

As a minimum, 2 'A' levels are required or any *general* bachelors or masters degree or an equivalent such as:

- CIM Introductory Certificate (Level 2 or 3 versions will be accepted)
- NVQ/SVQ Level 3 in Marketing (equivalent to NQF Level 3)
- NVQ/SVQ Level 4 in any other subject (UK) (equivalent to NQF Level 4 and above)
- International baccalaureate (equivalent to NQF Level 3 and above)

Business and/or marketing experience in a support role would be advantageous but is not essential

Read on for fuller details of each module

Unit 1: Marketing Essentials

Overview:

On completion, students should be able to explain how to utilise all elements of the marketing mix and how they can be co-ordinated to create a value proposition that reflects the organisation's objectives.

Syllabus:

Section 1 – The nature and scope of marketing (weighting 25%)

Section 2 – Planning within the marketing context (weighting 25%)

Section 3 – The marketing mix (weighting 50%)

Assessment:

Marketing Essentials 3 hour examination comprising:

- Part A worth 40%: ten short questions of four marks each used to test knowledge and understanding across the syllabus
- Part B worth 60%: Case study with three questions requiring extended answers and
- testing knowledge, understanding, application and evaluation
- All questions are compulsory

Unit 2: Assessing the Marketing Environment

Overview:

On completion, students should be able to demonstrate a detailed understanding of the internal, micro and macro environment. This should include consideration of the key controllable and uncontrollable drivers of change, and the challenges posed to market oriented organisations in today's volatile and dynamic business and marketing environment.

Syllabus:

Section 1 – The nature of the organisation (weighting 15%)

Section 2 – The micro environment (weighting 30%)

Section 3 – The macro environment (weighting 40%)

Section 4 – Undertaking a marketing audit (weighting 15%)

Assessment:

Assessing the Marketing Environment 3 hour examination comprising:

- A pre-seen case study where the case study available on line (6 weeks before exam for tutors, five weeks for students)

- Students analyse the case study and produce a SWOT and PESTEL analyses (maximum 4 pages)
- Students to bring analyses into the exam and append to exam paper. Marks are awarded for how well the students apply the information from the SWOT and PESTEL analyses to the questions. Marks are not awarded for the analyses themselves.
- All questions on the exam paper are compulsory and relate to the case study
- Part A worth 40%: five questions of eight marks each testing knowledge and understanding
- Part B worth 60%: three questions of twenty marks each requiring extended answers
- and testing knowledge, understanding, application and evaluation

Unit 3 – Marketing Information and Research

Overview:

By the end of the unit, students should be able to demonstrate a thorough knowledge and understanding in the ways of collecting and manipulating information to support and justify key marketing decisions.

Syllabus:

Section 1 – The importance of marketing information (weighting 20%)
 Section 2 – The role of databases in information management (weighting 20%)
 Section 3 – The nature of marketing research (weighting 25%)
 Section 4 – Research methodologies (weighting 20%)
 Section 5 – Research tools (weighting 15%)

Assessment:

Managing Marketing work-based assignment

Unit 4 – Stakeholder Marketing

Overview:

On completion, students should be able to demonstrate a thorough understanding of the importance and status of different stakeholder groups and the priorities for managing an effective marketing and communications mix to aid relationship development.

Syllabus:

Section 1 – The importance of stakeholders in the marketing process (weighting 15%)

Section 2 – Stakeholder relationship marketing (weighting 20%)
Section 3 – Utilising the marketing mix to support stakeholder relationships
weighting 25%)
Section 4 – Communicating with stakeholders (weighting 40%)

Assessment:

Stakeholder Marketing work-based project:

- 4,000 words in total
- All tasks are compulsory
- Choice of two options
- Options will be different for each diet

Marketing Plus 2009 - 2010 Prices

Our fees include:

- All tuition
- Unlimited personal support, guidance on assessments and one-to-one meetings for 24 months
- Marketing Plus file and handouts
- For subjects with examination assessments: extensive exam practice, mock exam, revision sessions, exam facilities
- Access to our Virtual learning Environment (VLE Moodle) with podcasts, written and audio tutorials, online PowerPoint presentations, chat rooms and other resources
- Car parking
- Refreshments

CIM Professional Certificate: £1,650

Please note these prices are subject to VAT at the prevailing rate and will be reviewed in June 2010. Students who are self-funding may be eligible for payments by installment with no penalty

Other Fees Payable

Other fees that you will need to pay are:

- CIM student registration and
- CIM assessment fees
- Text books

CIM Annual Membership Fees (2009 - 2010)

CIM Membership fees

UK & Western Europe

Professional Certificate in Marketing

£120

CIM Assessment Fees (per module)

CIM Professional Certificate:

£55 per exam; £70 per assignment: For all 4 assessments: £250