

Professional Certificate in Marketing

This qualification incorporates the knowledge and skills required by junior marketing professionals who work in a 'hands-on' marketing role. To study for this qualification you need to become an Affiliate Member (Studying) of the CIM.

About you

- You are in a junior marketing position with a job title such as Marketing Junior, Marketing Assistant or even Personal Assistant.
- You aspire to a career in marketing or you are working on the peripheries of marketing in a support role.
- You may have recently moved into a marketing role from another background.

By studying for the Professional Certificate in Marketing you will:

Understand the role of marketing in business and its implications for the organisation.

- Learn about the whole spectrum of marketing activity at a hands-on level.
- Gain a greater understanding of best practice in marketing.
- Gain a professional marketing qualification to help you in your career progression.
- Recognise the importance of collecting relevant data and the variety of information sources, both primary and secondary.

What will you learn?

The four compulsory modules you will study are detailed below.

ENTRY REQUIREMENTS

- Age 18+ with two A Levels or equivalent; or
- Age 19+ with a minimum of one year's experience in marketing; or
- Qualified in the Introductory/ Foundation Certificate in Marketing or equivalent.

Duration: 28 weeks

Your prospects

On successful completion of the Professional Certificate in Marketing you may wish to progress to the Professional Diploma in Marketing to further develop your skills and your career in marketing.

Marketing fundamentals

- The development of marketing and its changing role.
- The tools of the marketer and their strengths and weaknesses.
- Modifying the marketing mix for (re)positioning your product/service.
- Planning for managing marketing activities.
- Technological advances in marketing and the impact of I.T.
- Customers and their behaviour in relation to marketing decisions.

Customer communications

- Organisations as open systems including relationships with key stakeholders in a changing environment.
- Consumer and industrial buying behaviour.
- The promotional mix and the marketing planning process.
- Advantages and disadvantages of communication tools.
- Communications to suit a variety of target audiences.
- Understanding customer behaviour and using customer information.
- Appropriate verbal and non-verbal communications with people inside and outside the organisation.
- The importance of customers and customer service.
- Customer care principles to create positive relationships.

Marketing environment

- The marketing environment and its relevance to marketing practice.
- The various types of organisation, their objectives and the interface between marketing, internal functions and external influences.
- Building relationships with relevant stakeholders.
- The implications of changes in the marketing environment.
- The complex, dynamic and uncertain nature of the external environment and how it might be best managed in marketing terms.

Marketing in practice

- Collecting relevant data from secondary sources.
- Analysing and interpreting written, visual and graphical data.
- Appropriate visual and graphical means to present marketing data.
- Making recommendations based on information from multiple sources.
- Media and promotional activities appropriate to the organisation's objectives and status and to its marketing context.
- Budgets for marketing mix decisions.
- Developing relationships inside and outside the organisation.
- Planning techniques for a range of marketing tasks and activities.
- Basic marketing activities within an agreed plan.
- Monitoring activities and reporting on progress.
- Marketing results and financial and other criteria.