



## Chartered Institute of Marketing Professional Certificate in Marketing Factsheet

### Overview

The Professional Certificate in Marketing gives you the practical skills and knowledge to devise and execute marketing activities and gain marketing credibility. It also aims to provide a practical insight into the principles and application of marketing at a tactical level.

The Qualification is ideal for junior marketers, those working in marketing support roles (like personal assistants); or if marketing plays some part in your current job description.

### Who should apply?

This qualification is aimed at those who are working in supporting marketing roles, usually within the marketing function, but also targets individuals in more senior roles, particularly in SMEs, where marketing is only part of what they do. The qualification provides a practical insight into the principles and application of marketing at a tactical level.



The typical profiles of people who might take this qualification could include:

- Marketing assistants
- Marketing co-ordinators
- Marketing executives
- Marketing managers in SMEs without formal marketing qualifications
- Non-marketers with aspirations for marketing
- Existing marketers wanting to become more specialist

### Entry requirements

This qualification is the equivalent to the first year of a foundation degree, which means you will need to meet at least one of these criteria:

- Have a minimum of two 'A' Levels
- Hold any general Bachelors or Masters degree
- Hold a CIM Introductory Certificate in Marketing (Level 2 or 3)
- Have an NVQ or SVQ Level 3 (equivalent to NGF Level 3)
- Have an NVQ or SVQ Level 4 in any other subject (UK – equivalent to NGF Level 4 and above)
- Hold an international baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4

### Mode of study and assessment

The Professional Certificate will be delivered in four/12 week units, on Monday afternoons, between 1300 and 1600.

Unit 1 – Marketing Essentials

Unit 2 – Assessing the Marketing Environment

Unit 3 – Marketing Information and Research

Unit 4 – Stakeholder Marketing

Please see attached for a more detailed outline of the units. Taught contact hours must be supplemented with independent work by the learners.

## Programme Structure

### Unit 1 – Marketing Essentials

**Assessment: Examination**

The aim of this unit is to provide a detailed explanation of the key theories and practice behind marketing as an exchange process and a business function. This unit introduces individuals to the importance of the marketing planning process and the role of marketing across the organisation.

### Unit 2 – Assessing the Marketing Environment

**Assessment: Examination**

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. The unit addresses the key characteristics of the marketing environment and assesses the impact of market forces that are uncontrollable and how an organisation responds to them.

### Unit 3 – Marketing Information & Research

**Assessment: Written 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. The unit explores different research methodologies and encourages consideration of complementary approaches to collecting a range of market and customer information.

### Unit 4 – Stakeholder Marketing

**Assessment: Written 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.

### Teaching and learning

The modules will be taught in 3-hour sessions comprising lectures, seminars, or tutorials. You will be taught by highly qualified marketing and industry experts.

- There may be guest speakers to complement your learning experience.
- You are expected to complement taught sessions with further reading and self-directed study.

### Costs

IBS programme fees - £1,500

After 35% DTI subsidy - £975.00

NB: Each student is responsible for paying their CIM student registration fee and CIM individual assessment fees

### How to apply

Application forms are available from our website, or from:

CIM Admissions Team  
Isle of Man International Business School  
The University Centre  
Old Castletown Road  
Douglas  
Isle of Man IM2 1QB

T: +44 (0)1624 693700

F: +44 (0)1624 665095

E: [enquiries@ibs.ac.im](mailto:enquiries@ibs.ac.im)

W: [www.ibs.ac.im](http://www.ibs.ac.im)

### Further Information may be obtained from:

Heather Smallwood, CIM Programme Manager

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