

Session 2009/2010

Chartered Institute of Marketing (CIM) Introductory Certificate in Marketing – Level 3

This CIM qualification offers a foundation for those individuals who are interested in marketing whether you are in a marketing role or not. It provides information about what marketing is and aims to develop knowledge and skills in basic marketing tasks.

The course will ideally suit the following:

- Those undertaking junior marketing, secretarial or administrative roles
- Individuals whose jobs involve some basic marketing tasks
- Event management assistants
- Customer service assistants
- Call centre employees
- Non-marketers wanting to develop a broader knowledge of marketing or to move into marketing

Course Content

- Unit 1 – What is Marketing?
- Unit 2 – Understanding Customer Relationships

Course Duration

Attendance is for one Tuesday morning per week from 9 am to 1.15 pm for 16 weeks (including induction week).

Induction will take place on the 8th September 2009 with the programme starting on the 15th September 2009.

Fees

Tuition	£135
CIM Membership fee	£120
On-line examination fee	£55
Assignment fee	£70

CIM membership, examination and assessment registration fees are payable direct to CIM and are subject to change by the CIM

Entry Requirements

There are no age, qualification or experience requirements, although some work experience would be advantageous. However, all prospective students must contact the Course Manager prior to application to discuss individual circumstances.

How to Apply

Application forms can be obtained from the enrolment centre, telephone 01785 275607. You can also download an application form for part-time courses by visiting our website www.staffordcoll.ac.uk. The completed form should be returned to: Enrolment centre, Stafford College, Earl Street, Stafford ST16 2QR.

Further Information

If you would like any more information about the College or our courses, then write, visit, or telephone The Enrolment Centre on 01785 275607. Our e-mail address is: enquiries@staffordcoll.ac.uk. If you are unsure about which course to take, we can arrange for you to get the advice you need from a member of our guidance team.

Equality & Diversity

Stafford College is committed to achieving equality of opportunity for all staff, students and members of the community it serves. In doing so, the college will actively work to achieve equality regardless of age, race, skin colour, disability, gender, marital status, sexuality and faith.

Contact Details

If you wish to discuss the course in more detail you may contact Simon Bates (Course Manager): Telephone 01785 275537 or e-mail: s.bates@staffordcoll.ac.uk