

Session 2009/2010

Chartered Institute of Marketing (CIM) Professional Certificate in Marketing – Level 4

This CIM Modular programme offers a foundation for those individuals who have recently moved into a marketing environment and those who wish to move into a marketing career.

The course is split into four modules and you are able to complete the course in one academic year. This needs to be agreed with your tutor. Alternatively it is possible to complete the Professional Certificate in Marketing qualification in 18 months or 2 years, depending on your circumstances.

Course Content

- Marketing Essentials
- Stakeholder Marketing
- Marketing Information and Research
- Assessing the Marketing Environment

Course Duration

Attendance is for one evening per week if you wish to complete in one year. Each session will be held on a Monday 6 pm – 9.15 pm

Module Title	Start Date
Marketing Essentials	14 th September 2009
Stakeholder Marketing	21 st September 2009
Marketing Information and Research	18 th January 2010
Marketing Environment	25 th January 2010

Entry points

September – induction will take place on the 7th September 2009

Fees

Tuition	£485
CIM Membership	£130
Assessment registration fees	£70 per module

CIM Membership and assessment registration fees are payable direct to CIM and are subject to change by the CIM

Entry Requirements

All prospective students must contact the Course Manager to ensure that you meet the entry requirements.

Candidates must be 18 years of age and satisfy one of the following requirements:

1. Level 2 or 3 CIM Introductory Certificate in Marketing
2. Two A Levels or agreed equivalents GNVQ Advanced Level Award/BTEC National Diploma
3. Any general bachelors or masters degree
4. NVQ Level 3 in Marketing
5. NVQ Level 4 in any other subject.

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