

MARKETING QUALIFICATIONS

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

TAKE CONTROL OF YOUR CAREER

Whatever stage you've reached in your career, CIM qualifications play a vital role in developing the skills and knowledge you need to excel and move forward. From the first principals of marketing to a postgraduate diploma in senior-level marketing strategy, these internationally recognised qualifications are essential to building a long and successful career.

EXCELLENCE TRAINING CENTRE & CAMBRIDGE PROFESSIONAL ACADEMY

CIM training programmes and qualifications with Excellence Training Centre in Qatar are supported and authorised by Cambridge Professional Academy.

Cambridge Professional Academy are a global provider of CIM Qualifications and offer a state of the art learning management system alongside providing support to a network of training partners delivering CIM qualifications internationally.

For more information on Cambridge Professional Academy, please visit www.professionalacademy.com

CIM MEMBERSHIP

When you enrol on a CIM Course with Professional Academy you will need to register as a CIM Affiliate Member directly with the CIM. The benefits of being a CIM member include:

- access to CIM online learning resources, tools and templates
- subscription to The Marketer, the CIM's award-winning magazine for marketing professionals
- free mentoring, support and legal advice
- gstart recording your Continuous Professional Development (CPD) and work towards Chartered Marketer status

ABOUT CIM

Chartered Institute of Marketing

The Chartered Institute of Marketing is the world's largest and most prestigious professional marketing body. For over 100 years, the CIM has been at the forefront of the profession, promoting best practice and defining cutting-edge marketing skills. In a fast-moving, constantly evolving field, the CIM is dedicated to sharing insights and raising standards.

For more information about the CIM, please visit <http://www.cim.co.uk>



CIM

Authorised Cambridge Professional Academy Distributor

FOUNDATION CERTIFICATE IN MARKETING - LEVEL 3

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role. You will develop a good understanding of the wider role of marketing and see how your practical skills can be applied to future career progression.

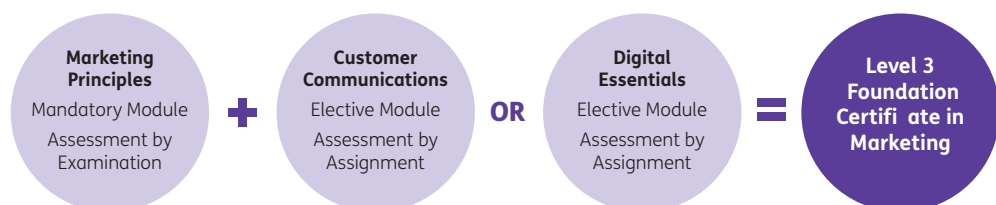
QUALIFICATION OVERVIEW

Successful completion of the CIM Level 3 Foundation Certificate in Marketing will equip the student with the knowledge, skills and understanding to be able to carry out an essential and successful support-level marketing role within the workplace. Those who successfully achieve this qualification will be able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

WHO IS IT FOR?

The Foundation Certificate in Marketing is aimed at those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career.

QUALIFICATION STRUCTURE - CIM Level 3 Foundation Certificate in Marketing



Our qualification and award pathways have been structured to reflect the need for a flexible and bite-size approach for today's marketer. This qualification consists of one mandatory module and the choice of one elective module. However, you can choose to complete just one module and gain an award. Should you choose to continue to study and successfully complete the second module, you will achieve the full qualification.

TALK TO US TODAY ABOUT OUR MARKETING COURSES.

Call +974 7745 2105, visit www.excellence.qa or email anaas@excellence.qa

MODULE OVERVIEW

Module title	Description	Assessment
Marketing Principles - Mandatory	This module provides an understanding of the key concepts and terminology used in marketing. It also gives you a knowledge and understanding of the role and function of marketing within organisations and explores the factors that influence consumer behaviour. You will identify key components of the marketing environment and develop an appreciation of how to collect and use relevant information. The module outlines the concepts and elements which make up the marketing mix and shows you how they are applied in context.	Multiple choice exam
Customer Communications - Elective	This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. You will gain knowledge and understanding of the purpose and process of marketing communications and the range of tools available. You will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.	Work-based assignment
Digital Essentials - Elective	This module provides an understanding of the key concepts associated with digital marketing. The impact of changing a digital environment is considered in relation to the customer and the digital tools used for communications. The importance of digital content is recognised in the context of digital campaigns, as well as the need to monitor performance.	Work-based assignment

CERTIFICATE IN PROFESSIONAL MARKETING - LEVEL 4

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

A practical insight into the principles and application of marketing at a tactical level, giving you the skills and knowledge to devise and execute marketing activities and gain marketing credibility.

QUALIFICATION OVERVIEW

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape.

Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

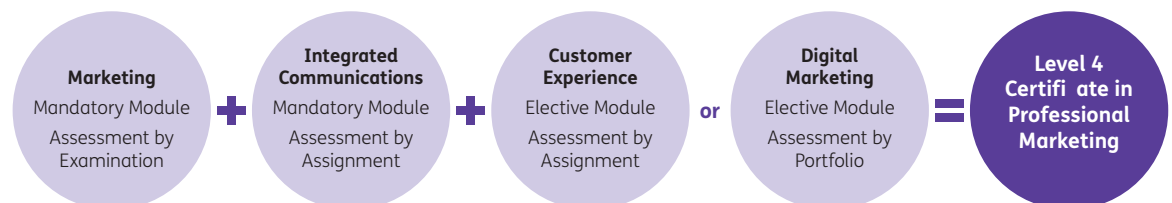
Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Introductory Certificate in Marketing qualification.
- Any relevant Level 3 qualification.
- Any UK degree or international equivalent.
- International Baccalaureate (equivalent to NQF Level 3 and above).
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4.

QUALIFICATION STRUCTURE - CIM Level 4 Certificate in Professional Marketing



The certificate qualification consists of three modules, two mandatory and one elective. Complete two mandatory modules and one elective module to achieve the full qualification.

MODULE OVERVIEW

Module title	Description	Assessment
Marketing - Mandatory	This module provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.	Examination
Integrated Communications - Mandatory	This module provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.	Work-based assignment
Customer Experience - Elective	This module provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.	Work-based assignment
Digital Marketing - Elective	This module provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.	Portfolio

DIPLOMA IN PROFESSIONAL MARKETING - LEVEL 6

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

Focuses on the theoretical aspects of marketing and the skills to manage the marketing function including channel management, stakeholder impact and product development.

QUALIFICATION OVERVIEW

The aim of the CIM Level 6 Diploma in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

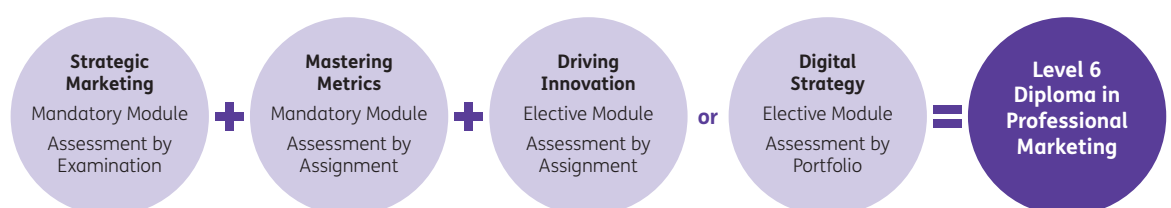
Successful completion of the CIM Level 6 Diploma in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at a management level and to carry out an essential and successful professional marketing role within the workplace.

ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

QUALIFICATION STRUCTURE - CIM Level 6 Diploma in Professional Marketing



The certificate qualification consists of three modules, two mandatory and one elective. Complete two mandatory modules and one elective module to achieve the full qualification.

MODULE OVERVIEW

Module title	Description	Assessment
Strategic Marketing - Mandatory	This module recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision making. The module outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enable the achievement of strategic marketing objectives.	Examination
Mastering Metrics - Mandatory	This module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.	Work-based assignment
Driving Innovation - Elective	This module focuses on how an understanding of the relationship between marketing and entrepreneurship can enable organisations to deliver compelling marketing solutions. It presents the key factors in building and nurturing innovation throughout the organisation and within the marketing function. It provides an appreciation of the role of internal marketing in supporting a culture of innovation and in implementing change programmes.	Work-based assignment
Digital Strategy - Elective	This module outlines how an understanding and analysis of the macro- and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.	Portfolio

CIM QUALIFICATION FEES

If you are not sure which qualification you are most suited contact us on +974 7745 2105 or anaas@excellence.qa and we can advise you further.

CIM QUALIFICATIONS FEES FOR EXCELLENCE TRAINING CENTRE COURSES.

Please find below the course fees for CIM Qualifications with Excellence Training Centre - Authorised by Cambridge Professional Academy. Fees includes Online learning portal, Face-Face workshop, mock exam, workshop materials, Lunch and refreshment

Please note that these fees do not include CIM Membership or assessment fees as these are paid directly to the CIM.

Qualification Title	Price (QAR)
Foundation Certificate in Marketing (Per Module)	QAR 6,500
Certificate in Professional Marketing (Per Module)	QAR 7,500
Diploma in Professional Marketing (Per Module)	QAR 20,000

Digital Modules	Price (QAR)
Digital Essentials (Level 3)	QAR 7,500
Certificate in Professional Marketing (Level 4)	QAR 9,500
Diploma in Professional Marketing (Level 6)	QAR 36,000