

Session 2009/2010

Chartered Institute Of Marketing (CIM) Professional Diploma in Marketing – Level 6

This course is for those moving on from their first role in marketing and for those who have successfully completed the CIM Professional Certificate in Marketing – Level 3. This programme aims to provide an operational/tactical qualification in Marketing. The qualification provides entry to the Post Graduate Diploma in Marketing.

The course is split into four modules for one academic year.

Course Content

- Marketing Research Intelligence
- Marketing Planning
- Marketing Management in Practice
- Marketing Communications

Course Duration

Attendance is for one evening per week on a Tuesday 6 pm – 9.15 pm.

| Module Title | Start Date |
|----------------------------------|---------------------------------|
| Induction | 8 th September 2009 |
| Market Research Intelligence | 15 th September 2009 |
| Marketing Planning | 22 nd September 2009 |
| Marketing Management in Practice | 12 th January 2010 |
| Marketing Communication | 19 th January 2010 |

Fees

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|------------------------------|----------------|
| Tuition | £505 |
| CIM Membership | £170 |
| 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 21 years of age and satisfy one of the following requirements:

1. Level 3 CIM Professional 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.
6. Candidates must have some marketing experience

You will be required to provide evidence of your career history and education as part of the selection process by the course team; this may be submitted by hard copy or via email to g.leach@staffordcoll.ac.uk

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