

KeyFacts

Dates:	Mode of Attendance:	Level:	Course Duration:	Course Code:	Awarding Body:
Make Enquiry	Part Time (PT)	3	1 Year	XEH0011	Chartered Institute of Marketing

Description

The aim of the Foundation Certificate in Professional Marketing / The Foundation Certificate in Professional Digital Marketing is to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role.

We bring learning to life through meaningful assessments which reflect the demands of the modern industry. As a result, 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.

Course Content

This Level 3 qualification comprises of two pathways and students can choose to study;

- The Level 3 Foundation Certificate in Professional Marketing
Module 1: Marketing Principles – Assessed by on-line exam (TBC)
Module 2: Communications in Practice – Assessed by written assignment

or

- The Level 3 Foundation Certificate in Professional Digital Marketing
Module 1: Marketing Principles – Assessed by on-line exam (TBC)
Module 2: Digital Fundamentals – Assessed by written portfolio/assignment

The Level 3 qualification will have the same course code for both pathways, you may discuss with the course leader prior to enrolment which pathway you would like to go forward with.

Delivery mode:

This course will be part-time, Tuesday evenings (6:30pm - 9pm).
Lessons will be delivered face-to-face at Loughborough College and depending on changing circumstances there may be virtual teaching sessions.

Course Enquiries

T: 01509 618 375

E: StudentRecruitment@loughborough.ac.uk

DISCLAIMER

Whilst every effort is made to ensure that the information contained on this website is correct, the College accepts no liability for any errors or omissions. Please note that details are subject to change without notice with regard to the provision of courses, course times and dates and the fees and charges levied.

Features/Benefits

You can choose to start studying in September, January, or April as each module can be achieved as a distinct, self-contained award which can be built up to attain the full qualification.

Benefits of studying a CIM qualification include

- earning more
- more credibility with employers
- a blend of theoretical and practical study
- the opportunity to learn from experienced marketing professionals
- supported career development

The Awarding Body at the CIM commended Loughborough College 'for the excellent standard of results achieved' for the Marketing Principles module of the Foundation Certificate in Marketing for assessments submitted in the December 2017 assessments session.

Entry Requirements

It is not necessary to have any previous experience or knowledge of marketing. We do ask that if English is not your first language, you provide us with evidence that you have achieved – within the last 2 years – either an IELTS Academic Module with an overall score of 6.5 (each component pass being at 6.0 or above) or the Cambridge Certificate of Advanced English at grade B or above.

Additional costs:

In addition to Tuition fees, you will be required to register to become a CIM member, and pay for assessment bookings.

- £65 – CIM membership fees paid directly to CIM
- £110 – Assessment fees (per module) paid directly to CIM

Progression Opportunities

Having completed your CIM Introductory Certificate In Marketing you will be able to take your qualification with you into employment. This qualification gives you the practical skills and knowledge to work in a marketing environment, and is highly valued by employers.

Alongside this you can also progress onto the Level 4 qualification in marketing provided by the CIM, the Professional Certificate in Marketing.

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