

KeyFacts

Dates:	Mode of Attendance:	Level:	Course Duration:	Course Code:	Awarding Body:
Make Enquiry	Part Time (PT)	4	1 Year	XEJ0011	Chartered Institute of Marketing

Description

The aim of the CIM Level 4 Certificate in Professional Digital 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.

This is a one year provision but you can start in September, January or April.

Course Content

The CIM Certificate in Professional Digital Marketing consists of three modules:

- Applied Marketing - assessed by exam
- Planning Campaigns - assessed by written assignment
- Digital Marketing Techniques - assessed by portfolio/assignment

Course Enquiries

T: 01509 618 375

E: StudentRecruitment@lough.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

The delivery of the L4 Certificate in Professional Digital Marketing is enhanced by guest speakers, individual tutorial support and a range of professional lecturers.

Lessons will be part-time, Wednesday evenings 6.30-9pm, face to face taught sessions at Loughborough College on a blended learning basis with online voiced over lecture, with interactive activities and quizzes or Distance online delivery mode.

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.

The syllabus has been updated recently to reflect the changing issues and practices within marketing and to reflect employers' views of marketing in today's business environment, making this an extremely relevant qualification.

The Awarding Body at the CIM commended Loughborough College for the 'excellent performance of its students' and 'excellent standard of results achieved' during the December 2019 assessment session for the Marketing module of the Certificate in Professional Marketing; **a decade of success!**

Entry Requirements

To enrol onto the Certificate in Professional Digital Marketing you must have achieved one of the following:

- CIM Level 3 Certificate in Marketing/Digital 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.

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 fee paid directly to CIM
- £150 assessment fee (per module) paid directly to CIM

Progression Opportunities

Having completed your CIM Certificate in Professional Digital Marketing you will be able to take your qualification with you into employment. This qualification gives you the practical skills and knowledge to devise and execute tactical marketing activities, and is highly valued by employers.

You can also progress on to study the Level 6 Professional Diploma in Marketing/Digital Marketing.

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