



PROSPECTUS

Cambridge Marketing College



Your route to success
marketingcollege.com



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CAMBRIDGE MARKETING COLLEGE: WHY US?

Founded in 1991 we are the leading specialist Professional Marketing College in Europe. Our faculty of 49 tutors has helped over 8,000 people gain a qualification and do a better job.

Your choice of College for your Professional Marketing Career is a clear one. Does it understand what you are trying to achieve; can it give guidance on your understanding and application of what you learn; will it help make a difference in your career?

All of our staff are dedicated to helping you achieve the best from your career in marketing. All of our tutors are practising marketing professionals with a proven ability to impart that knowledge and experience. All of our qualifications can be studied on a modular basis.

Join in our success; benefit from our experience

We have consistently pioneered improvements in delivering marketing knowledge and have built a reputation for quality and success. Annually we have over 1400 students studying with us around the world. We are passionate about developing high achieving marketing and PR professionals not just putting people through courses. Consistently in surveys over the last 20 years over 98% of our students said they would recommend us.

Tutors who are practising professionals

We pride ourselves on the fact that our 49 tutors are practising marketing or PR professionals from diverse backgrounds, who bring a wealth of relevant experience and a current set of skills to our courses. Many are Chartered Marketers and Examiners and all have proven teaching abilities. They consistently deliver excellent pass rates.

Top quality support

All the College staff are responsible for supporting you. We offer a one-stop shop approach to answering queries and providing solutions to problems. One call can get you all the answers you need – 01954 234 940 or email Lauren Pettitt with your CV: Lauren@marketingcollege.com



For more than 26 years, we have worked with students across all sectors including private, public and not-for-profit, to improve their marketing through skills and capability development.

Flexible study options

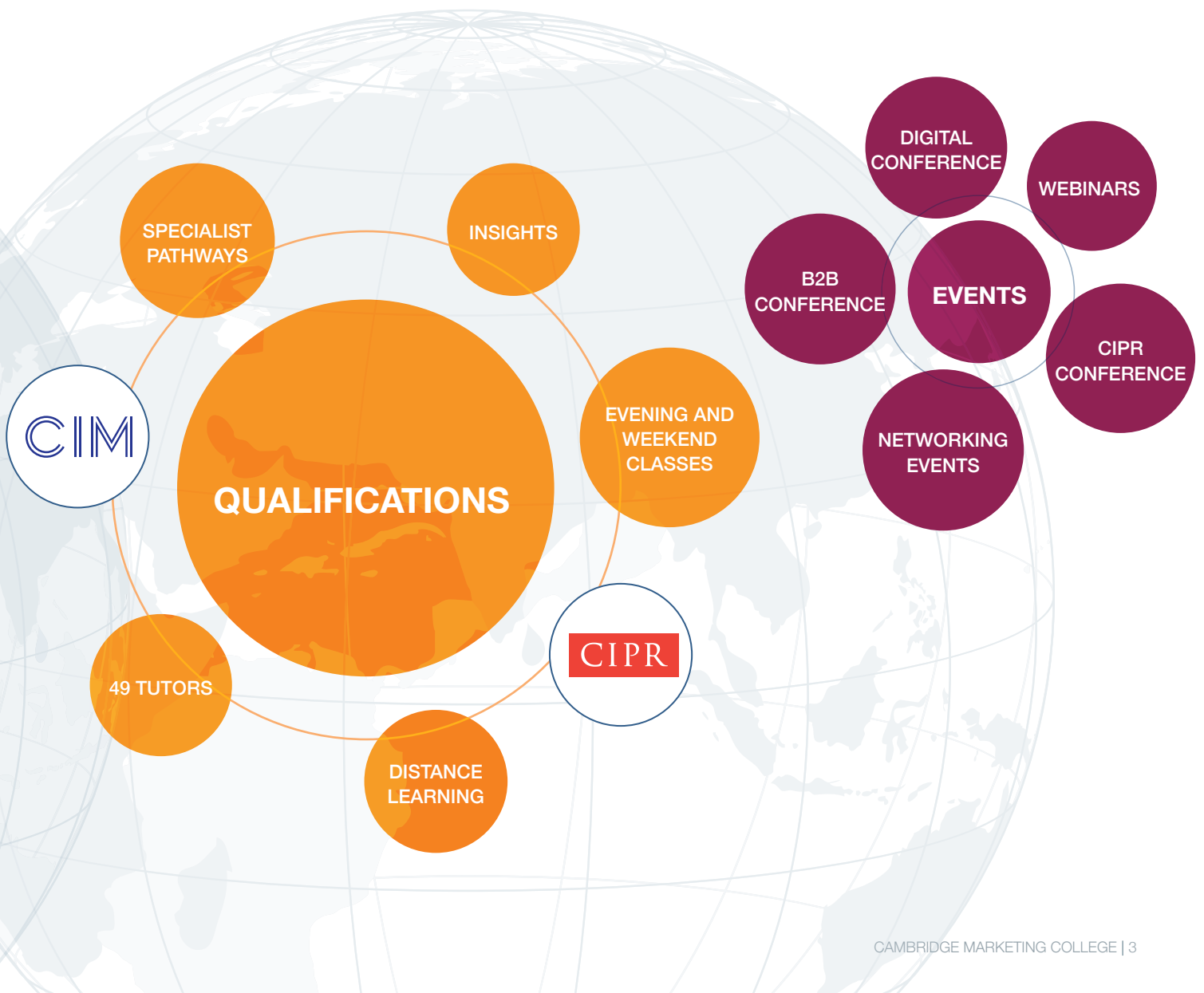
We offer a range of study options to suit any busy marketer and help make their studies go as seamlessly as possible. You can choose from the Executive Weekend Programme, Saturday Seminars or Evening Classes in a variety of locations across the UK. Alternatively, Distance Learning is also available from any location and can be started at your convenience.

Bespoke resources

We publish a comprehensive and unique set of study materials, including Companion Guides for each module and a set of Handbooks, which have all been written by our tutors. All publications are provided to you upon enrolment or can be purchased separately.

Events

Each year we run a variety of events, including the Digital and B2B Conferences, which brings together practising professionals to talk about the latest marketing insights. We also help sponsor a range of networking events.



THE CAMBRIDGE MARKETING COLLEGE

MATERIALS



HANDBOOKS

Uniquely among CIM study centres we provide students with a set of handbooks to complement our study guides and improve your learning experience.

UK students receive printed books delivered to work or home.

For non-UK students books are supplied as ebooks.



GUIDES FOR EACH MODULE

The guides have been specially compiled by Cambridge Marketing Colleges and leading educational publishers. The material in the guides is complete with a step-by-step guide to the syllabus, real life examples and self-test exercises.



Guides are supplied electronically to allow onscreen reading, annotation and highlighting, making this a truly portable study companion. Printed copies are also provided in the UK. The latest versions of all guides are always available to download from our website.



CAMBRIDGE MARKETING REVIEW

CMR is one of the leading practitioner marketing journals in the UK. The publication aims to promote thoughtful debate through the consideration of contemporary research and ideas, and through reflection on accepted practices.



CMR On Air is a series of podcasts taken from our radio show where Kiran Kapur interviews marketing practitioners from every marketing discipline.

SUPPORT

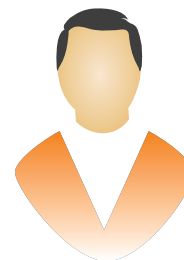
TUTOR SUPPORT

A specialist tutor is provided for each module who will agree a work programme and assignment schedule with you. There is no limit placed on the number of times that you may email tutors. Whilst our tutors are all practising marketers, they invariably endeavour to respond within 24 hours.

DRAFT ASSIGNMENTS & EXAM PRACTICE

Your tutor for each module will advise on your draft assignment and mark exam practice questions. The tutors then provide feedback on how you can improve your assignment or exam technique.

We also offer webinars and taught sessions on assignment and examination techniques.



This bespoke online resource offers a micro-site for each module of each course. Within each area you will find the tools to allow you to learn on the move, research your subjects, read articles, check key dates and see the latest news.



PODCASTS

Recorded by our expert tutors or our radio shows.



WEBINARS AND RECORDED LECTURES

Live webinars are available for you to either attend and interact with tutors or view later. In addition, recorded webinars on key topics or of Cambridge Evening Classes are available.



KEY DATES

For registration, submissions and exams – to keep you on track.



ASSESSMENTS

The Learning Zone gives you access to current assignments and to past papers and examiners' reports for examined subjects.



LZ

Scan here for video presentation of the Learning Zone.



DISCUSSION FORUMS

We do not have just one area for discussion, we have several. We run a LinkedIn group, a Twitter and Facebook feed and curate marketing topics on Scoop.it.



DOWNLOADABLE FILES OF LECTURE NOTES

Our tutors have spent many years honing the tuition material used by our students. Their lecture notes and slides are available for you to read or download. Students attending taught courses will receive notes from their module tutor prior to attending the course.

The College uses a full range of social media tools to support you in their studies:



LinkedIn: for current you and alumni to network and share ideas



Twitter: @cmcpointsofview offering comment and sources of information



Facebook: Cambridge Marketing Review – the home of serious marketing ideas for practitioners



Vimeo: videos by CMC tutors on key marketing topics and recordings of evening lectures from Cambridge



SCOOPIT: Leading Curated Content service on Marketing topics

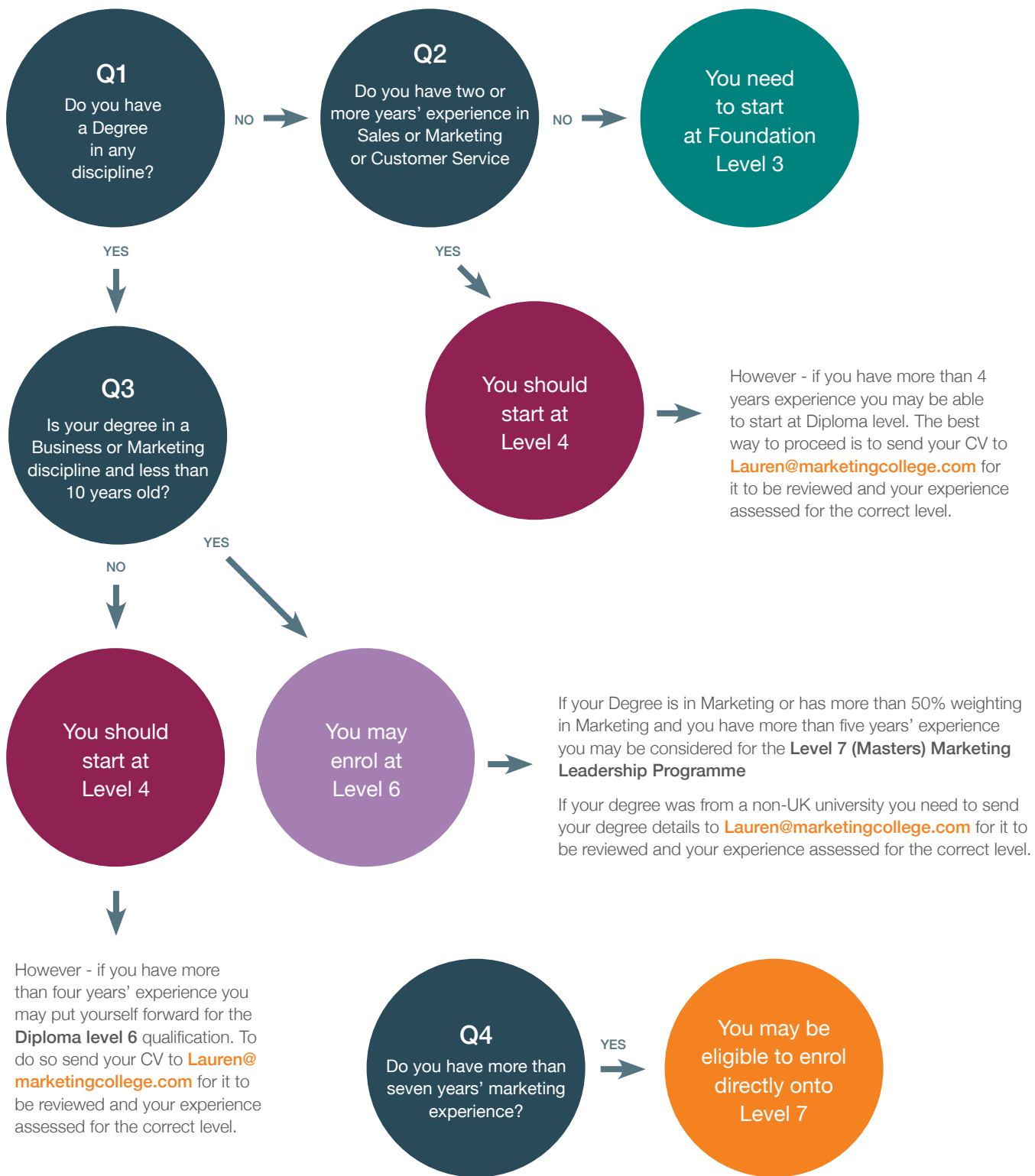
WHICH IS THE RIGHT LEVEL FOR YOU?

Cambridge Marketing College is unique in offering only marketing and PR courses and we offer all the main recognised qualifications. We can give you impartial advice on which course is best for you. As a first step you need to consider which area of Marketing you wish to develop: Marketing Management, Digital Marketing or PR.

You can call for private confidential advice on the right level or choice of course on **01954 234940** or email your CV and questions to Lauren@marketingcollege.com

QUALIFICATION LEVELS





THE QUALIFICATIONS

CIM

CIM FOUNDATION CERTIFICATE

CIM CERTIFICATE

CIM DIPLOMA

CIM MARKETING LEADERSHIP PROGRAMME

CIM DIPLOMA

CIPR

(LEVEL 3)

(LEVEL 4)

(LEVEL 6)

(LEVEL 4)

CIM FOUNDATION CERTIFICATE

in Marketing (Level 3)



The CIM Foundation Certificate course is an ideal introduction to marketing. It looks at marketing in different situations and considers the Not for Profit, Service and Business to Business sectors as well as the Consumer market.

Overview

The CIM Foundation Certificate will provide you with the understanding of the function of marketing and its role in an organisation. You will learn about the seven Ps (product, price, place, promotion, people, process and physical evidence) and how to apply the marketing mix; understand more about customers and managing customer relationships; and be able to communicate with internal and external customers in different ways.

Entry Requirements

This course is ideal for students who want to learn more about marketing, whether they are in a marketing job or not, and who are educated to A-Level standard.

The Course

The course has two mandatory modules:

- Marketing Principles
- Customer Communications

Duration

The full qualification takes 6 months to complete.

Study Hours

Each module requires 90 hours of study.

Assessment

Assessment for Marketing Principles is by multiple choice examination and Customer Communications is by work-based assignment.

THE MODULES

MARKETING PRINCIPLES

Content

- The influence of customer behaviour and the marketing environment
- Marketing within organisations
- The Marketing Mix (7Ps)

Assessment is by an online multiple choice exam.

Content

- Successful marketing campaign development and how to engage customers
- Customer relationships; managing and monitoring

Assessment is by a work based assignment to be completed over three months.

Available by:

- ✓ Distance Learning
- ✓ Evening Classes in Cambridge and London
- ✓ Saturday Seminars in Bristol, Edinburgh and Manchester
- ✓ Executive Weekends in Cambridge

ENROL
HERE

100%
PASS
RATE

CIM CERTIFICATE



The internationally recognised **CIM Certificate in Professional Marketing** course is the degree level qualification for those relatively new to marketing and introduces you to the fundamentals of marketing, digital marketing and marketing communications.

Overview

The CIM Certificate in Professional Marketing aims to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. It introduces you to the fundamentals of marketing, digital marketing and marketing communications.

Entry Requirements

A Bachelor's degree in any discipline or 2+ years' experience in a sales or marketing role.

The Course

The course consists of two mandatory modules and one elective from a choice of two:

- Marketing (mandatory)
- Integrated Communications (mandatory)
- Customer Experience (elective)
- Digital Marketing (elective)

Duration

The full qualification usually takes 12 months to complete, and a modular award 6 months.

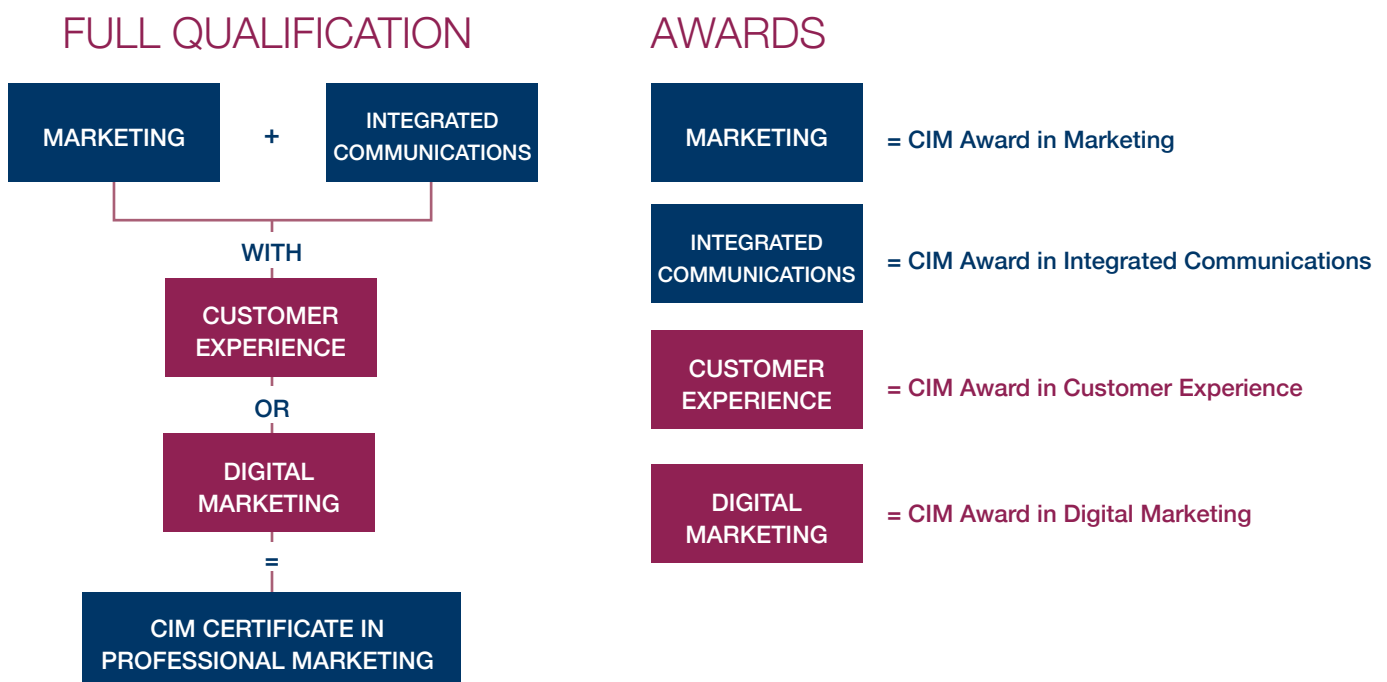
Study Hours

Each module requires 130 hours of study and can also be studied on a modular basis with each completed module giving you a CIM Award.

Successful completion of three modules will lead to the CIM Certificate in Professional Marketing.

Assessment

Assessment for Marketing is by multiple choice examination; all other modules are assessed by work-based assignments.



100%

Since the Certificate was introduced in 2014 all of our learners have passed the Marketing module with flying colours

MODULES - MANDATORY

MARKETING

Content

- Marketing's role in driving success and delivering results
- Customer behaviour and effective targeting
- External environmental influences and decision making based on environmental auditing
- Applying the Marketing Mix to address market and customer needs

Assessment is by a 2 hour multiple-choice exam containing 50 questions to be completed in a controlled environment.

Content

- Building sustainable relationships and delivering customer value
- Communications planning and delivering marketing solutions
- Product and brand management
- The Marketing Communications Mix and planning

Assessment is by submission of a 12-page assignment based on a given scenario and an organisation of your choice.

MODULES - ELECTIVES

CUSTOMER EXPERIENCE

Content

- Customer requirements within different contexts
- Customer expectations and how to deliver experiences to meet and exceed these
- Effective monitoring and measurement techniques to improve experience

Assessment is by submission of a 12-page assignment based on a given scenario and an organisation of your choice.

DIGITAL MARKETING

Content

- The digital landscape and how to develop skills to improve effectiveness
- Challenges and opportunities within the digital environment
- Tools required to support and enhance marketing activities
- Effective monitoring and measurement techniques

Assessment is by a three part work based portfolio, comprising research, plan and report.

Available by:

- ✓ Distance Learning
- ✓ Evening Classes in Cambridge and London
- ✓ Saturday Seminars in Bristol, Edinburgh and Manchester
- ✓ Executive Weekends in Cambridge

ENROL
HERE

95%
PASS
RATE

“

Excellent tutorage, very enjoyable lessons.
Felt comfortable asking anything.”
Certificate in Professional Marketing Evening Class Delegate

CIM DIPLOMA

in Professional Marketing (Level 6)



The **CIM Diploma in Professional Marketing** course is the core operational marketing qualification for marketing professionals. The qualification is internationally recognised.

Overview

The CIM Diploma in Professional Marketing gives you the required knowledge, skills and understanding at management level to take a strategic approach to marketing planning, understand key marketing metrics, and interpret relevant insight to make informed strategic decisions.

Entry Requirements

A Marketing or Business degree with a minimum of 50% of credits in Marketing or over 4 years' marketing experience.

The Course

The course consists of two mandatory modules and one elective from a choice of two:

- Strategic Marketing (mandatory)
- Mastering Metrics (mandatory)
- Driving Innovation (elective)
- Digital Strategy (elective)

Duration

The full qualification usually takes 12 months to complete.

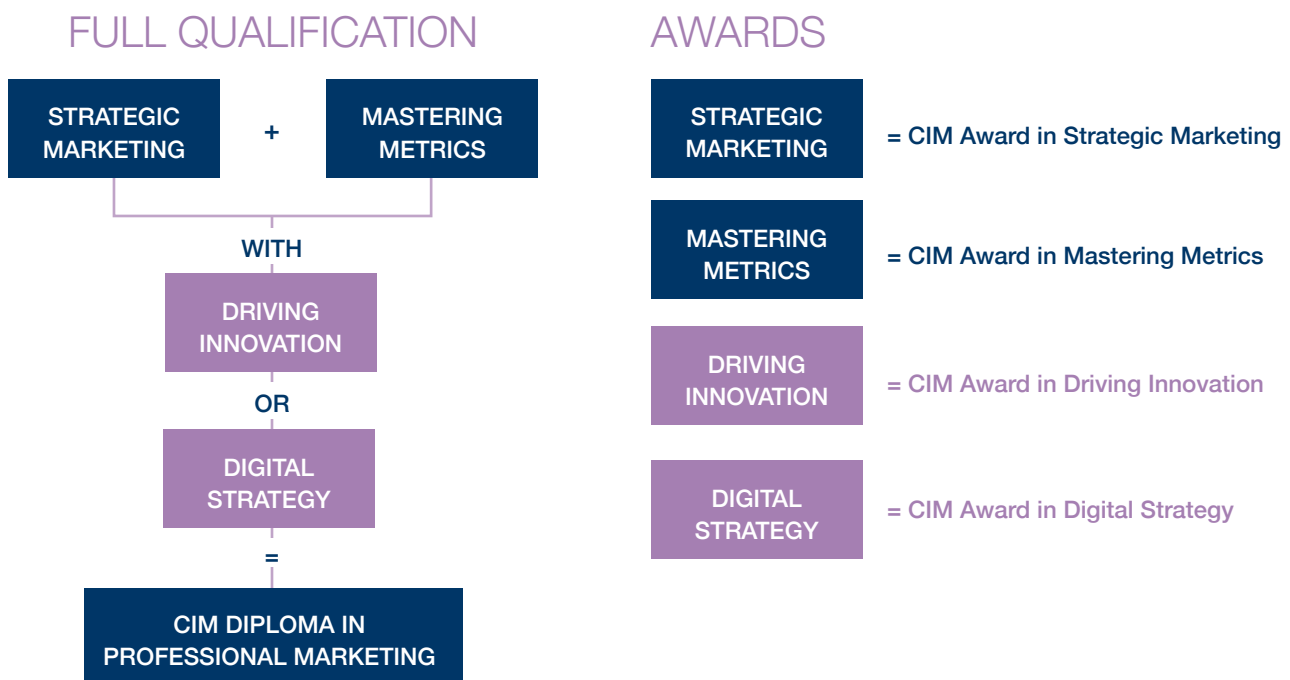
Study Hours

Each module requires 150 hours of study and can also be studied on a modular basis with each completed module giving you a CIM Award.

Successful completion of three modules will lead to the CIM Diploma in Professional Marketing.

Assessment

Assessment for Strategic Marketing is by examination; all other modules are assessed by work-based assignments.



140

We have had 140 Commendations from the CIM since they were introduced in December 2012 for outstanding results

MODULES - MANDATORY

STRATEGIC MARKETING

Content

- Using Strategic Marketing planning to achieve competitive advantage
- Situation analysis and assessing the external and internal environments
- Effective decision making
- Employing monitoring and measurement techniques to achieve objectives

Assessment is by the preparation of a strategic marketing plan and an examination.

MASTERING METRICS

Content

- Measuring and managing marketing data for effective decision making
- Effective marketing analysis, analytics tools and techniques

Assessment is by submission of an assignment based on a given scenario and an organisation of your choice.

MODULES - ELECTIVES

DRIVING INNOVATION

Content

- Embedding innovation to help organisations deal with the challenges of a fast-moving market place
- The relationship between marketing and entrepreneurship
- Key factors in building and nurturing innovation
- The role of internal marketing in supporting a culture of innovation
- Implementing change programmes

Assessment is by submission of an assignment based on a given scenario and an organisation of your choice.

DIGITAL STRATEGY

Content

- Implementing digital marketing capabilities in strategic marketing planning
- Macro and Micro environments
- The impact of the disruptive digital landscape in delivering objectives
- How marketing mixes can enable organisations to respond with agility to marketing needs
- Management of digital channels and the application of key digital measures

Assessment is by a three part work-based portfolio comprising research, plan and report.

Available by:

- ✓ Distance Learning
- ✓ Evening Classes in Cambridge and London
- ✓ Saturday Seminars in Bristol, Edinburgh and Manchester
- ✓ Executive Weekends in Cambridge

ENROL
HERE

91%
PASS
RATE

“

I am really enjoying the course, I definitely wouldn't have got this new job if it wasn't for what I have learnt so far so I am finding it really valuable.

”

Sophie Fryer, CIM Diploma in Professional Marketing Delegate

CIM MARKETING LEADERSHIP PROGRAMME



If you are an experienced marketer working at a strategic or management level and want to take your career to the next level, the new CIM Marketing Leadership Programme could be the right choice for you.

Overview

The CIM Marketing Leadership Programme has been developed to respond to both industry and individual needs within the marketing profession. Extensive global, employer-led research across a range of industry sectors and organisational size has been undertaken to identify the skills and competencies industry requires to fully develop a marketing professional into an advocate for leading change within a dynamic organisation.

Entry Requirements

The CIM marketing leadership programme has been designed to senior marketers (UK only) who meet one or more of the following criteria:

- Level 6 qualification held or a Bachelor's or Master's degree

- Career progression evident – past, present and future
- Experience working at marketing management level
- Scope of current role is sufficient to allow engagement with assessment tasks
- IELTS 6.5 and above

The Course

The course consists of two mandatory modules and one elective from a choice of two:

- Contemporary Challenges (mandatory)
- Leading Change (mandatory)
- Consultancy (elective)
- Managing Business Growth (elective)

Duration

The full qualification will take 18 months to complete.

Study Hours

National Learning time is estimated at 8-10 hours of study per week over the 6 months per module. Each module can be studied alone to achieve a CIM Award.

Successful completion of three modules will lead to the CIM Marketing Leadership Programme.

Assessment

Assessment is by an organisation based assignment for each module.

FULL QUALIFICATION

AWARDS



DipM

After successfully completing 3 modules of the programme, you can use the letters “DipM” after your name

MODULES - MANDATORY

CONTEMPORARY CHALLENGES

Aim of the module

Senior level marketers need to be able to identify the key influences on the future drivers of the organisation and match those with organisational resource to determine future direction. This module will enable you to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future strategies.

Assessment is by an organisation based assignment.

Aim of the module

A key aspect of a senior marketer's role is leading and managing change within an organisation. This module will enable you to meet the challenges of change by providing a platform for supporting future responses through harnessing organisational potential and sustainable innovation. In addition you will develop an understanding of how the organisation's assets can be managed to build and sustain a clear market position to guide, support and implement market-led change within an organisation.

Assessment is by an organisation based assignment.

MODULES - ELECTIVES

CONSULTANCY

Aim of the module

Senior marketers often gain experience across different organisational types and sizes over the course of their career, giving them a detailed insight into a range of marketing related issues and problems. This experience, within the heart of an organisation, can be developed into a consultancy role either within a large organisation linking in with key clients or as an independent consultant within a marketing specialism.

Assessment is by an organisation based assignment.

MANAGING BUSINESS GROWTH

Aim of the module

Growth is a key driver within any organisation and developing both a structured and creative approach to determining where potential or existing opportunities exist in an essential skill for senior marketing professionals. This module is designed to enable a marketer to start with a wider view of organisations to focus down onto a specific area – ideally the one they work in or interact with in their current role.

Assessment is by an organisation based assignment.

Available by:

- ✓ Executive Weekends in Cambridge
- ✓ Saturday Seminars in Bristol

ENROL
HERE

“

I was very tearful when I discovered I passed the final MLP module, your feedback and support during the times that I was panicking was fantastic - Thank you! The college has certainly made my experience a great one!

”

Gurminder Badan, Previous Postgraduate Diploma Course Distance Learning Student

SPECIALIST PATHWAYS



Over the last 10 years the College has led the marketplace by developing specialist pathways through the CIM qualifications. This allows Marketers in specific sectors to apply the theoretical knowledge they learn to their organisation with the help of expert tutors and specialist texts. The courses give you the double advantage of gaining an internationally recognised professional qualification whilst addressing the marketing issues faced in their specific sector.

The following specialist pathways are offered in conjunction with the CIM Certificate and Diploma:

- Professional Services Marketing
- B2B Marketing

CIM CERTIFICATE IN MARKETING

CIM DIPLOMA IN MARKETING

PROFESSIONAL SERVICES MARKETING

B2B MARKETING

ENROL
HERE

B2B MARKETING

The aim is to present you with the framework of mainstream marketing theory whilst addressing the marketing issues faced by marketers in the B2B sector.



TONY WILSON

Course Leader for the B2B Marketing Pathways

Tony Wilson has a Physics PhD from Cambridge University and 25 years' experience working for international high technology companies, mostly in Strategic Marketing, Product Management and Strategic Selling.

PROFESSIONAL SERVICES MARKETING (PSMG)

In partnership with the Professional Services Marketing Group (PSMG) we are pleased to offer the only marketing qualifications programme tailored specifically for marketers and business development professionals working in the professional services sector.

We offer fully accredited Chartered Institute of Marketing (CIM) qualifications combined with professional services sector-specific tutoring, teaching and study materials. In addition, you benefit from full PSMG membership and the sector's best programme of talks and events led by professional services marketing experts. This qualification programme offers professional services marketers the opportunity both to gain an internationally-recognised qualification and enhance their sector-specific skills and knowledge.



NIGEL CLARK

Course Leader for the Professional Services Marketing Pathways

Nigel has held senior marketing and business development roles in financial services, management consulting, legal, environmental, business services, engineering and project management firms. He currently works for SLR Consulting, as their Global Head of Marketing and Communications. Nigel is a past director of the Professional Services Marketing Group (PSMG) and the editor of the new Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion (published by Kogan Page in Spring 2015).



PROFESSIONAL DIPLOMA / CHARTERED MARKETER

Jennifer Langlands

Proposition Manager, Corporate Proposition, Standard Life

Standard Life

With a strong financial services background of seven years' experience, Jennifer Langlands was doing well enough in her career, but a period as Customer & Market Insight Analyst, Corporate Risk Marketing at AEGON Scottish Equitable gave her a taste of broader commercial life. She was required to analyse competitor activity among other things, and developing an understanding of their strengths/weaknesses gave her an insight into how her company could do better. This was one of the triggers that prompted a move into marketing. Jennifer recalls: "It was a natural step for my existing skills. I also wanted to make a difference - I enjoyed account management but wanted to help shape what we did".

Although Jennifer was an industry expert, she was aware that progression in marketing would mean strengthening her theoretical knowledge. Over the next six years, she worked her way through each level of the CIM marketing qualifications in turn, achieving the Professional Certificate in 2008, the Professional Diploma in 2010 and the Postgraduate Diploma two years later.

She now keeps up to date by becoming a Chartered Marketer and regularly undertakes Continuing Professional Development (CPD) activities. This year, she was promoted to Proposition Manager, Corporate Proposition at Standard Life, based at the Head Office in Edinburgh. Her responsibilities include designing, developing and implementing high quality proposition developments, processes and features that satisfy customer needs, are aligned to business objectives and the wider marketing strategy, and make a significant and tangible contribution to the overall business line profitability.

Jennifer works on several projects at any one time, each at different stages in the development cycle. This could include leading and/or representing cross divisional projects on behalf of Product Management. She enthuses: "My role is very exciting as it allows me to combine all the Insight, Proposition Development/Management and Retention skills that I experienced in my previous roles and also utilise the knowledge I learned during my studies.

"My qualifications have helped me gain confidence in my marketing ability and helped me to achieve my new role. I regularly use the tools and feel able to take a step back and think about what different tactics/strategies I could use. I would never have been able to do this as efficiently if I did not undertake each qualification. Having a strong financial services background, it was also useful to understand what different approaches companies in other industries were taking". Jennifer also benefits from the strong network she built during studying.

The aspect of marketing which motivates Jennifer the most is that it puts customers at the heart of the organisation. She feels she has benefited from working with some highly customer-focused colleagues who were able to balance the needs of customers and the commercial demands of the business.

“

My qualifications have helped me gain confidence in my marketing ability and helped me to achieve my new role. I regularly use the tools and feel able to take a step back and think about what different tactics/strategies I could use. I would never have been able to do this as efficiently if I did not undertake each qualification. Having a strong financial services background, it was also useful to understand what different approaches companies in other industries were taking.

”



CIPR QUALIFICATIONS



CIPR FOUNDATION AWARD (Level 3)

The CIPR Foundation Award is an A-level equivalent qualification and provides a detailed introduction to PR, including essential writing and other technical skills. The course is designed for those new to public relations who want to learn the basic techniques of this communications discipline. Study days and support will be given by an experienced PR practitioner.

Study sessions involve a range of learning methods including interactive exercises, video material and case studies, and will be backed up with study session material and further reading sources.

Assessment is by a 3 hour examination including a report, news release/blog post and short essay.

THE UNITS

DISTINGUISHING PR ACTIVITIES

The role of public relations within an organisation, its relationship with marketing and other communications disciplines and key concepts such as relationship building, managing reputation and engaging people.

WRITING FOR NEWS MEDIA AND ONLINE ACTIVITIES

The skills of effective writing and best practice in working with the news media and online audiences using social media.

ETHICS AND THE PR PROFESSIONAL

The role of the professional PR practitioner and ethical issues.

CIPR ADVANCED CERTIFICATE (Level 4)

The Advanced Certificate is aimed at those in their first years of working in PR or communications and who would like to take the next step in their career. The course is taught and assessed at

undergraduate level, providing a good practical grounding in public relations. It covers all of the key concepts, theories, techniques and skills needed to become a PR practitioner.

THE UNITS

PUBLIC RELATIONS FUNDAMENTALS

- Definitions of public relations models of PR practice
- How public relations differs from other areas of communication and specialist areas of PR practice
- The business, social, political and international contexts in which PR operates
- Introduction to basic communications theories and systems theory
- The role of professionalism and related concepts in public relations practice

Assessment is by a critical reasoning assignment

PUBLIC RELATIONS IN PRACTICE

- Introduction to PR planning
- How to deploy a range of PR techniques
- Implications of social media for public relations in practice
- Writing for traditional media

Assessment is by campaign plan plus supporting writing tasks

PERSONAL SKILLS AND DEVELOPMENT

- Analysing and criticising theory and secondary data
- Understanding case studies as a research method, advantages and disadvantages
- Writing up research reports

Assessment is by a 3,000 word critique of PR as a developing discipline

CIPR PROFESSIONAL PR DIPLOMA (Level 6)

The new Professional PR Diploma syllabus is built around first learning about practical methods, tools and concepts which give you the confidence to take this back to the workplace.

It supports this learning with higher, multi-disciplinary level concepts to explain and underpin the new knowledge.

THE UNITS

PR STRATEGY AND PLANNING

- Importance of organisational branding and reputation
- How different PR disciplines work effectively together
- The relationship between corporate and PR objectives
- Situation analysis, environment monitoring and issues identification
- Creative approaches to problem identification
- PR planning
- Stakeholder identification and mapping
- Set PR objectives

Assessment is by a 4,000 word analysis and report

PR CONTENT, COMMUNICATIONS AND ENGAGEMENT

- Compelling strategic narrative
- Creative problem solving approaches
- Content creation and curation
- Key messages and storytelling techniques
- Persuasion in PR campaigns and communication activities
- Listening to stakeholders
- Issue management principles and practice
- Social media community management
- Content analysis research methods

Assessment is by a 4,000 word thought leadership article and personal reflection

PR MANAGEMENT, MEASUREMENT AND EVALUATION

- Advise and coach senior managers
- Integrated campaign management
- Project management techniques
- Budget and resource management
- Principles of ethical practice
- Risk assessment and management
- Competencies for team management
- Relationships and management
- Efficiency and effectiveness of PR activities
- Qualitative research methods

Assessment is by a 4,000 word proposal

Course	Location	Study Days
CIPR Foundation Award	Bristol, Cambridge, Edinburgh	<ul style="list-style-type: none"> • Each course has a planned programme of study days comprising presentations, workshops, case studies and group exercises led by an experienced tutor • Provision of refreshments and lunch at all study centres • Detailed study plan – including key steps relating to pre-session reading, follow up action, feedback tasks and personal development ideas
CIPR Advanced Certificate	Bristol, Cambridge	
CIPR Diploma	Bristol, Cambridge, Nottingham	

Available by:

- ✓ Distance Learning
- ✓ Saturday Seminars in Cambridge, Bristol, Edinburgh and Nottingham



STUDY METHODS

EVENING CLASSES

The Classes

Our Evening Class Programme includes attendance at 8 evening classes for each module of your course.

You study one module each term, completing your whole course in 12 to 15 months.

The classes start at 6pm and finish at 8.30pm and are available in:

- ✓ Cambridge
- ✓ London

Additional self-study hours

As a guide, in addition to your taught sessions, you should allow between 6 and 8 hours home study per week over 12 weeks for each module being studied for the duration of your course.

What is included?

In addition to your taught evening classes you also have:

- ✓ The full CMC study package (see page 4)
- ✓ A free revision class for each examined module
- ✓ Light refreshments at each class
- ✓ Continued support from specialist tutors for the duration of your course, who are available by email, telephone and sometimes Skype
- ✓ Draft assignment/practice exam tutor comments

Courses available:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIM Diploma in Digital Marketing

SATURDAY SEMINARS/BLENDED LEARNING

The Classes

Our Saturday Seminar Class Programme provides high quality tutoring at a convenient time; seminars are held on 2-3 Saturdays for each module.

You study one module each term, completing your whole course in 12 to 15 months.

Classes start at 9.30am and conclude at 5pm and are available in:

- ✓ Bristol
- ✓ Edinburgh
- ✓ Manchester

Additional self-study hours

As a guide, in addition to your taught sessions, you should allow between 8 to 10 hours home study over 12 weeks for each module being studied for the duration of your course.

What is included?

In addition to your taught seminars you also have:

- ✓ The full CMC study package (see page 4)
- ✓ A free revision class for each examined module
- ✓ Light refreshments and lunch at each seminar
- ✓ Continued support from specialist tutors for the duration of your course, who are available by email, telephone and sometimes Skype
- ✓ Draft assignment/practice exam tutor comments

Courses available:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIM Diploma in Digital Marketing

EXECUTIVE WEEKEND PROGRAMME

The Classes

Our Executive Weekend Programme is designed for those with very busy work schedules but who want face-to-face tuition. Modules are spread over 24 months, allowing you to choose your pace of study, and are held on one full weekend per module, with some modules requiring an additional Saturday.

Classes run on both Saturday and Sunday of the scheduled weekend. They start at 9.30am and conclude at 5pm and are available in:

- ✓ Cambridge

Additional self-study hours

As a guide, in addition to your taught sessions, you should allow between 8 and 10 hours for home study over 12 weeks for each module for the duration of your course.

What is included?

In addition to your taught weekends you also have:

- ✓ The full CMC study package (see page 4)
- ✓ A free revision class for each examined module
- ✓ Light refreshments and lunch at each day
- ✓ Continued support from specialist tutors for the duration of your course, who are available by email, telephone and sometimes Skype
- ✓ Draft assignment/practice exam tutor comments

Courses available:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIPR Diploma in Crisis Communications Practice
- ✓ CIM Marketing Leadership Programme
- ✓ CIM Diploma in Digital Marketing



SATURDAY SEMINARS



EVENING CLASSES



BLENDED LEARNING

EXECUTIVE WEEKEND PROGRAMME

DISTANCE LEARNING

Distance Learning is one of our most popular programmes and we have had students from all over the UK and from over 100 different countries around the world.

We have Distance Learning Course Leaders for each qualification who will help you get started on your studies, work out a personal study plan, be there to answer questions and help you keep your studies on track. In addition you will have:

- Specialist tutor support for each module from practising marketing professionals
- Electronic study guides and handbooks for each module. UK based students also receive printed copies.
- Online support from the College's Learning Zone (further details are on page ?).
- Assessment support for one set of practice exam questions or one draft of your assignment per module.
- Week-by-week model study plans per module.
- Extend or attend – attend our taught sessions if you are able to travel to one of our study centres and feel you would benefit from face-to-face tuition. You can also extend your support per module if you need more time.



Life as a Cambridge Marketing College Distance Learning student

By Eleanor Devenish, CIM Certificate in Professional Marketing Distance Learning student.



FLEXIBILITY -
ANYWHERE
ANYTIME
ANYWAY

Here's why I haven't been disappointed...

Right from the beginning, the process of registering for the course and getting started has been smooth and hassle free. I've spent the past 5 weeks learning an array of marketing concepts – from marketing planning, to understanding customer behaviour, to analysing and drawing insights from the internal and external factors influencing the marketplace. It's a fascinating area, brought to life with real examples of both good and bad marketing. It's much, much more than simply learning the theory. We're taught how to use it and are guided on how to apply the concepts to our own organisations through ongoing exercises.

What resources are at hand?

Cambridge Marketing College has produced guides for each of the modules on offer. These not only cover the core reading and learning outcomes, but include links to useful websites, videos and last but not least, Cambridge Marketing Handbooks, which home in on certain topics in more detail. The college website also provides magazines and journals, lecture webinars and its own radio show, so whether you learn by reading, watching or listening on the go, you're spoilt for choice! One of the most useful resources I found is the sample assessments which you can use to practice. The best thing about this is that whilst the course is distance learning, you're connected with tutors who are happy to help, especially with looking at the way you've answered practice papers and advising which areas to focus on.

Flexibility – anywhere, anytime, anyway.

The great thing about Distance Learning is that it can be scheduled around work. There's no particular time that anyone must study as long as all the reading is done for each week, so it can be done all in one go or broken up around other commitments. There's also a study plan available, which recommends which chapters to read, as well as webinars and radio shows to listen to each week - something that's super useful for anyone considering doing the course alongside lots of other commitments and limited time! With all learning done online, it can also be done anywhere with an internet connection.

Read the full story online.

<https://www.marketingcollege.com/insight/life-as-a-cambridge-marketing-college-distance-learning-student>



STUDY PROGRAMMES

We offer a variety of flexible study options across the UK and Distance Learning programmes worldwide. The table below shows details of our core study centres offering Taught Classes; alternatively you may study by Distance Learning anywhere in the UK or internationally.

Study Programmes/ Study Centres	Distance Learning	Saturday Seminars/ Blended Learning	Executive Weekends	Evening Classes
UK				
Bristol	✓	✓		
Cambridge	✓		✓	✓
Edinburgh	✓	✓		
London	✓			✓
Manchester	✓	✓		
Nottingham	✓	✓ CIPR		
DISTANCE LEARNING AVAILABLE THROUGHOUT THE UK				
EUROPE				
Frankfurt	✓		✓	
Amsterdam	✓		✓	
REST OF THE WORLD				
Cairo	✓	✓		
Mumbai	✓	✓		
Dubai	✓			
DISTANCE LEARNING AVAILABLE THROUGHOUT THE WORLD				

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One of the great strengths of the College is the diversity of our students. Coming from a wide range of different backgrounds and businesses, they bring a wealth of diverse knowledge and experience to our courses. We have had students from large, multinational corporations; SMEs; entrepreneurial start-ups, national and local government; Not-for-Profit organisations, professional services, and universities to name but a few, who have come from 113 different countries across the world.

CAMBRIDGE

The college was first established in 1991 in Cambridge, starting with just one study centre and 12 students. We now have two venues situated in Cambridge: **St John's Innovation Centre** for Evening Classes and **The Moller Centre** for our **Executive Weekend Programme**.

If you would like more information please email **Lauren Pettitt**, lauren@marketingcollege.com

Courses available here:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIM Marketing Leadership Programme
- ✓ CIM Diploma in Digital Marketing
- ✓ CIPR Diploma in Crisis Communications Practice

Study methods available here:

- ✓ Distance Learning
- ✓ Executive Weekend Programme
- ✓ Evening Classes



BRISTOL

Our Study Centre in **Bristol** is located at Engineer's House, an impressive, listed building and one of Bristol's most prestigious conference facilities. This is now the leading marketing study centre in the South West offering both individuals and marketing teams professionally accredited qualifications to help develop the necessary skills for delivering career and organisational success.

Our **Brand Ambassador for Bristol** is **Neil Wilkins** who is happy to answer any questions you may have about our **Bristol Study Centre** or the courses available there.

Email **Neil Wilkins**, neil@marketingcollege.com for further information.

Courses available here:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIM Diploma in Digital Marketing

Study methods available here:

- ✓ Distance Learning
- ✓ Saturday Seminars



“

Excellent tutorage, very enjoyable lessons.
Felt comfortable asking anything.

”

Certificate in Professional Marketing Class Delegate

LONDON

Our **London Study Centre** is based at the Institute for Practitioners in Advertising in Belgrave Square, one of the grandest and largest 19th century squares in London. In addition to the IPA's London headquarters on the North East side of the square, it is home to a number of Embassies and cultural institutes.

Our **Brand Ambassador for London** is **Kim Spooner** who is happy to answer any questions you may have about our London Study Centre or the courses available there.

Email **Kim Spooner**, Kim@marketingcollege.com for further information.

Courses available here:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIM Diploma in Digital Marketing

Study methods available here:

- ✓ Distance Learning
- ✓ Evening Classes



“

I really enjoyed all of the mastering metrics classes and felt that I learnt a huge amount. Your classes were really interesting and you are definitely a great source of knowledge!

Great set of Evening Classes – thank you for the encouragement and enthusiasm.

”

EDINBURGH

Our **Study Centre in Scotland** is based at Murrayfield Stadium. The appeal of the city combined with the Murrayfield Experience's professional and dedicated team has helped put Edinburgh in the top ten international conference destinations and second only to London as the preferred destination for the Association market.

For Edinburgh we have **two Brand Ambassadors: Mark Connolly** and **Thomas McAlinden**, who are happy to answer any questions you may have about our Edinburgh Study Centre or the courses available there.

Email **Mark Connolly**, MarkConnolly@marketingcollege.com or **Thomas McAlinden**, ThomasMcAlinden@marketingcollege.com for further information.

Courses available here:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIM Diploma in Digital Marketing

Study methods available here:

- ✓ Distance Learning
- ✓ Saturday Seminars



MANCHESTER

Our **Study Centre for the North West** is the Manchester Conference Centre, situated in the heart of the City. It is a modern, purpose built conference centre and hotel, with excellent facilities.

Our Brand Ambassador for Manchester is **Terry Savage** who is happy to answer any questions you may have about our Manchester Study Centre or the courses available there.

Email **Terry Savage**, TerryS@marketingcollege.com or **Angie Annies**, Angie@marketingcollege.com for further information.

Courses available here:

- ✓ CIM Foundation Certificate
- ✓ CIM Certificate in Professional Marketing
- ✓ CIM Diploma in Professional Marketing
- ✓ CIM Diploma in Digital Marketing

Study methods available here:

- ✓ Distance Learning
- ✓ Saturday Seminars



INTERNATIONAL

To meet international demand, we have College Ambassadors or study centres in these locations:



CORPORATE PROGRAMME

Invest in your team, develop their skills, improve their performance and agility. Get your team working together!

Would you like to have one of our training events delivered In-House? If you are thinking of booking a training event for six or more people, it may be more cost effective to arrange for one of our experienced tutors to come to you.

We are happy to design an event tailored to your needs. We can deliver a full qualification, modular awards, or tailor a syllabus specifically to suit your organisation.

WHAT WE OFFER

QUALIFICATIONS

We deliver internationally recognised CIM, CAM and CIPR qualifications. We can help you:

- Identify specific needs and provide solutions
- Develop and enhance skills and knowledge
- Retain the talent of your team

TRAINING AND DEVELOPMENT

To keep your team inspired, help develop their skills and knowledge with our:

- Customisable short courses and workshops
- Tailored training
- Lunch and Learn programmes

CONSULTANCY

When facing new challenges and opportunities, we can help you to:

- Audit your current situation
- Develop your marketing strategy
- Implement marketing plans
- Develop creative campaigns
- Evaluate and sustain success



FIND OUT
MORE

Our clients value us for our ability to deliver tailored in-house programmes, which can be implemented immediately into any business.

Whether your company is large or small, local or international, our carefully designed programmes and expert trainers can deliver contemporary marketing insights and solutions, and help develop your marketing strategy for the future.

Training can be delivered conventionally, in bite-size units, online or using a blended combination of all approaches to fit flexibly around your team.

Working with us will deliver more than just marketing training – we will transform your team’s capabilities.

“

Thanks for the session. Really appreciated you coming in to see us. We all agreed it was a great session. You’ve given us some great information and evidence for some discussions we’re having internally.

Judith Pugh, Marketing Manager, OCR - May 2016

”

“

Many thanks for a really enjoyable day yesterday. I’m full to the brim with ideas now and just need time to implement them!

Gill Attmore, Marketing Officer
- June 2016

”

“

The experience and knowledge of CMC tutors has ensured Barclay’s colleagues have a firm grounding in marketing and business theory and are able to apply this in a practical commercial environment. CMC has been fulfilling Barclay’s Marketing training for over 3 years, and continue to exceed our expectations.

Tom Corbett, Marketing Operations Officer, Barclays

”

To discuss your requirements please call Charlotte Lestienne on +44 (0) 1954 234941 or email charlotte@marketingcollege.com.

ALUMNI NETWORK

To keep your knowledge at the cutting edge and broaden your professional network, take part in College events and stay connected through the College's Social Media to make new contacts and share ideas.



DIGITAL
MARKETING
CONFERENCE



OPPORTUNITIES
TO GET INVOLVED

MEMBERSHIP
OF A WORLDWIDE
NETWORK OF
PROFESSIONALS

Wow! Facebook informs me it was two years ago that I was first invited into STAR Radio for the Cambridge Review Show. You can listen to this...



Brand Recruitment
@Brandjobs
A fantastic day of talks and networking at #EdgeCams! The weather wasn't too bad either @cmcpointsofview @OnTheEdgeLive @onlymarketing



MEET CPD
REQUIREMENTS

facebook.com/cambmarketingcollege

ACCESS TO
MARKETING JOB
BOARD

A COURSE
DISCOUNT OF 15%
IS AVAILABLE ON
ALL COURSES AND
AWARDS



As an alumnus of the College you will be part of a worldwide network of over 8,000 marketers. Your package of benefits includes:

- **Membership of a worldwide network of professionals** – to develop your contacts and access new ideas
- **Access to the Marketing Job Board** – to find new members for your team or take the next step in your career
- **Ongoing access to College Learning Resources** – to keep your skills and knowledge up to date
- **Opportunities to get involved** – to develop your experience and profile

- **Events** – includes the Annual Cambridge Marketing Lecture, Annual Digital Conference, The Cambridge Marketing Book Club, The B2B Conference and master classes – to meet your CPD requirements
- **A course discount of 15% is available on all courses and awards**

For more information please contact
Charlotte@marketingcollege.com



Amazing response to our Cambridge Marketing #internship for Conservation! Thanks to all who applied and expressed interest. For more updates on this and other great #internships please watch this space.



Marketing College
 @cmcpointsofview
 We're going to be at the Cambridge B2B Conference at Quy Mill on 29th June. Who's joining us? @CambridgeRoar
ow.ly/TCPY30cfKeb



ONLINE ACCESS TO COLLEGE LEARNING RESOURCES

@cmcpointsofview



"Thank you for retweeting, Carly, and glad you enjoyed our piece."

B2B CONFERENCE

Carly Mason
 A customer retention strategy is essential to grow. Great piece by @cmcpointsofview on the topic marketingcollege.com/insight/sticky...



THE CAMBRIDGE MARKETING BOOK CLUB

APPLYING TO THE COLLEGE

When is the best time to enrol?

- With Distance Learning you really can enrol at any time – the sooner you start the better. The more time you have to read around the subject the easier, faster and more enjoyable the learning will be.
- If you want to attend a Taught Course then we will need at least three weeks notice. We do restrict class sizes so don't leave it until the last minute and be disappointed.

Not sure if work will pay for you?

Hand them a copy of the Prospectus or go to www.marketingcollege.com/get_the_boss_on_board and print out our information sheet.

Company Sponsored?

- Discounts are available for multiple applications made at the same time.
- If the company is going to pay a proportion of the fee then we are happy to send two invoices.
- Modular payment options are available.

Paying for yourself?

- If you have a UK bank account you can pay a £300 deposit and then split the balance over the subsequent ten months by Direct Debit; this incurs an administration charge of £70.
- Modular payment options are available.

Where do I take my exams?

You arrange to take your exams with the awarding body at the centre closest to you – you choose on the CIM website.

How to Enrol

Online – www.marketingcollege.com
Enrol via our website and pay by debit/credit card or provide company invoicing instructions.

By email – complete the application form and submit it to angie@marketingcollege.com along with your CV.

Remember – you must ensure they register as a student with the appropriate professional body (CIM/CAM) as a Member and for your assessments as you progress through your course. **This does not apply to CIPR students.**

Awarding Body Fees (no VAT)

The College fees do not include your CIM/CAM/CIPR membership fees. You should also budget for Awarding Body fees which are paid to CIM/CAM/CIPR as you progress through the course. All fees listed below are correct at time of print (August 2016).

Course	CIM/CAM/CIPR Annual Membership Fees (no VAT)	Assessment Fees
CIM Foundation Certificate	£50	£100 per module
CIM Certificate in Professional Marketing	£50	£130 per module
CIM Diploma in Professional Marketing	£50	£170 per module
CIM Marketing Leadership Programme	£50	£280 per module
CAM Diploma in Marketing Communications	£144	£85 per assignment £65 per exam
CAM Diplomas in Digital Marketing	£144	£85 per module
CIPR Advanced Certificate	£855 (inc Assessment fees)	
CIPR Diploma	£1035 (inc Assessment fees)	

TERMS & CONDITIONS

1. It is the responsibility of each applicant to satisfy the entry requirements of the Chartered Institute of Marketing (CIM), CAM Foundation or Chartered Institute of Public Relations (CIPR) (as applicable). Every assistance will be provided by Cambridge Marketing Colleges (CMC) to enable the applicant to obtain this information from the CIM, CAM or CIPR.

2. All CIM or CAM membership and assessment fees are payable direct to the CIM or CAM. Payment of CMC enrolment fees should be made by cheque (payable to Cambridge Marketing College), direct debit or credit card and must accompany the application form for a place to be reserved. Tuition fees must be paid in advance of the commencement of the course or as agreed with the College.

3. All copy right on material provided by CMC is the property of CMC.

4. CMC tuition fees do not include CIM or CAM membership and assessment fees or social evenings.

5. CMC reserves the right to revise tuition fees at any time.

6. CMC reserves the right to cancel a course or change the schedule for any course, in which case all students will be given due notice and also given the options of change or cancellation. In the case of cancellation of a course by CMC prior to commencement, a full refund will be given.

7. CMC accepts no liability to provide extra tuition because of delegate absence through, for example, illness.

8. CMC reserves the right to refuse any bookings.

9. It is a condition of enrolment that a delegate thereby agrees:
 - (a) To take reasonable care of the health and safety of themselves and of the other persons who may be affected by his acts or omissions.
 - (b) To co-operate with all members of the CMC staff in maintaining the requirements of the Health and Safety at Work (1974) Act.
 - (c) Not to interfere with, intentionally or recklessly, nor to misuse anything provided in the interest of health and safety or welfare in the CMC.
 - (d) The CMC accepts no liability for injury or accident however caused whilst in attendance at the College premises.

10. Tutor Support is between 6 and 24 months depending on your course as specified on enrolment. Extensions may be agreed at CMC discretion and are subject to a renewal charge.

11. The College may pass on your details to the awarding body for membership registration purposes.

Important Notes

The formation or continuation of any course or class is dependent upon adequate delegate enrolment and attendance.

The CMC undertakes to take all reasonable steps to provide educational services in the manner set out in the Welcome Pack and in other documents. Should industrial action or other circumstances beyond the control of the CMC interfere with its ability to provide such services, the CMC undertakes to use all reasonable steps to minimise the resultant disruption to educational services. The CMC does not undertake any absolute obligation whatsoever to provide educational services in the manner specified in the Introductory Pack or in any other document, nor does it undertake any other obligation in respect of the provision of educational services which is more onerous than the obligations set out herein.

Should you become a delegate of the CMC, this notice shall be a term of any contract between you and the CMC. Any offer of a place made to you by the CMC is made on the basis that in accepting such an offer you signify your consent to the incorporation of this notice as a term of any such contract.

The CMC leaflet is issued for information purposes only, and whilst every care has been taken in its preparation, the CMC cannot accept liability for the consequences of any inaccuracy. It is issued on the express condition that all matters covered in it are subject to change from time to time. In particular, the CMC reserves the right, in every case, at its discretion and for whatever reason, to amend fees, and to alter or not to alter classes, courses, parts of courses and other opportunities to study. Any doubt or ambiguity arising from the interpretation of any provision in the CMC leaflet shall be decided solely by the CMC in accordance with English Law.

Whilst every care is taken to ensure that advice given as part of any teaching/training programme is correct, neither CMC nor its lecturers or any other staff will accept responsibility for any loss, damage, etc., howsoever arising occasioned by the implementation of such advice. CMC is an equal opportunities training establishment and will not discriminate on the basis of age, gender, race or religion.

CMC reserves the right to vary these Terms and Conditions.

Cancellations

Cancellations may be made up to 30 days from date of letter of acknowledgement and a full refund will be made less £125.00+ VAT for administration charges. Cancellations after that date will not be entitled to a refund.



“

Thank you for inviting me to present to Cambridge Marketing College which in itself is a fantastic marketing achievement.”

Professor Philip Kotler

telephone: +44 (0) 1954 234940
email: info@marketingcollege.com
www.marketingcollege.com