

**CHARTERED INSTITUTE OF MARKETING  
INTRODUCTORY CERTIFICATE IN MARKETING  
– DISTANCE LEARNING COURSE**

**Who is it for?**

The Introductory Certificate in Marketing is for anyone wishing to find out more about marketing, whether currently in a job involving marketing or not.

Suitable for those both with and without previous experience or knowledge of marketing this short distance learning course enables delegates to choose when to study - suiting their requirements and time available.

**Overview**

This course will provide the information required to:

- ✎ Understand the function of marketing and its role in an organisation
- ✎ Know about the four Ps (product, price, place and promotion) and how to apply the marketing mix
- ✎ Understand more about customers and managing customer relationships
- ✎ Be able to communicate to both internal and external customers using a variety of different means

**The benefits of the Introductory Certificate in Marketing**

There are many benefits to this qualification, including:

- ✎ Gaining this qualification will begin to open doors that before seemed impossible.
- ✎ Take your first steps on the pathway to a successful career in marketing.
- ✎ Add value to your job by understanding the basic marketing tools.
- ✎ Maximise on your professional development: study while working.

**Qualification Modules**

There are two modules for the course:

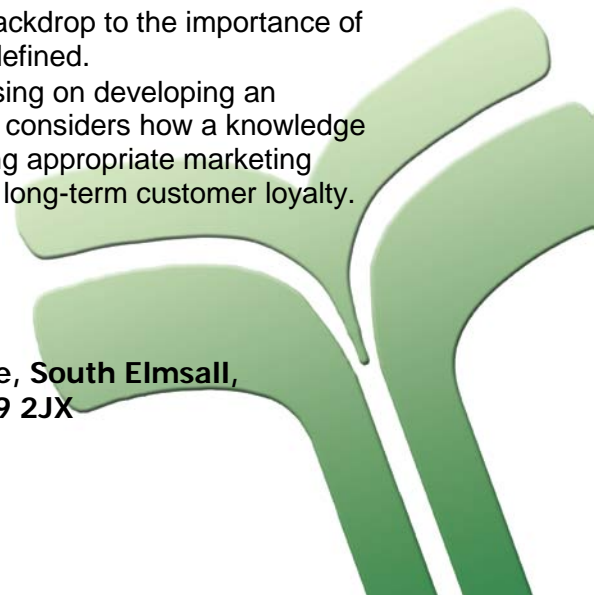
- ✎ Unit 1 – What is Marketing? This module provides a backdrop to the importance of marketing in terms of what marketing is and how it is defined.
- ✎ Unit 2 – Understanding Customer Relationships. Focusing on developing an understanding of internal and external customers, and considers how a knowledge and understanding of customers can assist in designing appropriate marketing activities to engage and support customers to achieve long-term customer loyalty.

**Broad Lane Business Centre, Westfield Lane, South Elmsall,  
Pontefract, West Yorkshire, WF9 2JX**

Tel: 01977 649000

Web: [www.spa-pa.co.uk](http://www.spa-pa.co.uk)

Email: [info@spa-pa.co.uk](mailto:info@spa-pa.co.uk)



## **CHARTERED INSTITUTE OF MARKETING INTRODUCTORY CERTIFICATE IN MARKETING**

### **– DISTANCE LEARNING COURSE**

#### **Assessment**

The course has a two part assessment:

- ✎ Unit 1 is assessed via a 1 hour online test.
- ✎ Unit 2 is assessed with a written assignment.

There are four sets of assignment each year, each providing alternatives to suit different student situations.

#### **Delivery and support**

- ✎ This course is delivered via distance learning
- ✎ Delegates are provided with:
  - comprehensive course manual
  - the Official CIM coursebook
  - assessment questions for each topic
  - email and telephone support for as required
- ✎ Flexible start dates.

#### **Duration**

There is no fixed duration for this course, although most students would be expected to complete within 6 months.

#### **Course Cost**

- ✎ The cost for this course is £630 plus CIM fees – full details available on request.

#### **Enrolment and Payment:**

To discuss payment and enrolment for the course please contact us - we offer flexible options to suit individual students so please chat to us and find out what would suit you best.

Full terms and conditions available on request

**Broad Lane Business Centre, Westfield Lane, South Elmsall,  
Pontefract, West Yorkshire, WF9 2JX**

Tel: **01977 649000**

Web: **www.spa-pa.co.uk**

Email: **info@spa-pa.co.uk**

