

CHARTERED INSTITUTE OF MARKETING - DIPLOMA IN HOSPITALITY & TOURISM MARKETING COURSE DELIVERY INFORMATION

Duration:

Two Semesters:

- Semester one - Marketing and Consumer Behaviour (dual unit)
- Semester two - Hospitality and Services Marketing
- Tourism Behaviour and Motivation

One year in total

Delivery Format:

Marketing and Consumer Behaviour

- Eight one day or sixteen half day input workshops (including tutorials)

Hospitality and Services Marketing & Tourism Behaviour and Motivation

- Six one day or twelve half day input workshops (including tutorials)

Each full day lasts 6 - 7 hours

Assessment Method:

Work based assignment for each unit

Materials Provided:

Core marketing text

Course manual for each subject

Audio Podcast of workshops available after each session

Support:

Full email and telephone support provided for all students throughout the course until completion of unit assessments (2 years maximum)

Venue:

This course is offered at a variety of venues to suit student needs

Cost:

£1600 for complete course (three units).

Discounts for multiple students are available, please ask for details e.g. £14,400 for full course for 10 students.

NB – these fees do not include fees payable to CIM for membership and assessment.

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

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