Level 3 (Foundation)

Foundation Certificate in Professional Marketing

Foundation Certificate in Professional Digital Marketing

Date: 2nd March & 6th April, 2021
CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 12,500 studying members in 118 countries and 18,000+ assessments are taken by our students every year.

Our qualifications are delivered through an international network of Accredited Study Centres, enabling you to learn in a way that suits your lifestyle – from flexible awards to full qualifications.

Each module is based on our unique Professional Marketing Competencies designed to help marketers meet the increasing demands that are expected of them at every stage in their career.

Entrepreneurship and Management Excellence Center (EMEC) is the executive education wing of the Institute of Business Management (IoBM).

At EMEC, we believe it is of utmost importance to create an entrepreneurial mindset among the upcoming business leaders so that they aspire to be job creators rather a job seeker and contribute positively in the economy of our beloved country and lift the living standards of theirs and the society on the whole. For the very purpose IoBM offers to coach & mentoring from seasoned experts and also provide incubation spaces with state of the art facilities to the budding and aspiring entrepreneurs EMEC offers you a wide range of open enrollment and customized programs lead by industry experts and senior IoBM faculty which enables the business professionals to learn, apply positively and create a lasting impact. Our approach is highly collaborative, practical by nature and underpinned by practice, theory and research. We empower people to become exceptional business leaders, increasing personal impact and organization performance.
The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role. 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.

Successful completion of the CIM Level 3 Foundation Certificate in Marketing will equip the student with the knowledge, skills and understanding to be able to carry out an essential and successful support-level marketing role within the workplace. Those who successfully achieve this qualification will be able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

Who is it for?
The Foundation Certificate in Marketing is aimed at those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career.

Entry Requirements
It is not necessary to have any previous experience or knowledge of marketing and you can choose to study in a way that suits your requirements and availability. We do, however, ask that if English is not your first language, you provide us with evidence that you have achieved – within the past two 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. We are prepared to consider other equivalent alternatives.
Qualification Structure

Our qualifications have a flexible structure and have been designed to meet the needs of today’s professional marketer.

Each module can be taken as an individual award or combined into either of the full qualifications comprising of one mandatory module and one elective.

To achieve a full qualification at level 3, a pass in the mandatory module plus one elective module is required.

Currently there are two elective modules to choose from at level 3, which will determine which qualification you will achieve on completion. This will be continually reviewed.

Modules

Marketing Principles
Mandatory (Work-based assignment)

Aim of the module
This module provides an understanding of the key concepts and terminology used in marketing. It also gives you a knowledge and understanding of the role and function of marketing within organisations and explores the factors that influence consumer behaviour. You will identify key components of the marketing environment and develop an appreciation of how to collect and use relevant information. The module outlines the concepts and elements which make up the marketing mix and shows you how they are applied in context.

Customer Communications
Elective (Multiple choice exam)

Aim of the module
This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. You will gain knowledge and understanding of the purpose and process of marketing communications and the range of tools available. You will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.

Digital Essentials
Elective

Aim of the module
This module provides an understanding of the key concepts associated with digital marketing. The impact of changing a digital environment is considered in relation to the customer and the digital tools used for communications. The importance of digital content is recognised in the context of digital campaigns, as well as the need to monitor performance.
CIM Membership: Supporting you throughout your Marketing Studies and Beyond

To study a qualification with CIM, you need to become a member. You’ll be able to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking events and top up your skills with a discounted rate on our wide range of training courses. Also, as a member you’ll gain recognition as a current and actively engaged marketer.

Marketing and study resources Whether you want to understand marketing trends within your industry or gain more insights about your customers, you will get free online access to an extensive range of reports, journals, business publications and marketing books. In addition, you will also have access to a range of CIM published e-books. cim.co.uk/resources

Content hub
Our online content hub, Exchange, is packed with great writing, insightful data and thought leadership. Exchange publishes weekly content designed to provoke thought on a global scale. Exploring various sectors, disciplines and markets, we want to help shape the marketing profession and support the people that work within it.

Catalyst
CIM’s quarterly digital magazine, Catalyst, explores the world of marketing – delving into current issues within the profession and explaining the transformation that marketing is currently undertaking.

Practical insights webinars You can gain access to interactive webinars designed to help you with today’s newest trends and techniques in marketing. Available live or on demand, you can watch these webinars at your convenience.
Faculty

Javaid Ahmed
Sr. Fellow Strategy & Innovation, IoBM, FCIM, FCMI – Approved Faculty of CIM, UK

Javaid Ahmed is Sr. Fellow Strategy and Innovation and has been Chairperson of the Departments of Marketing and Management-HRD at IoBM from 2003 to 2015. He is a (IFC) Certified Board Director, FCMI-Fellow of the Chartered Management Institute (UK), FCIM-Fellow of the Chartered Institute of Marketing (UK), Member of Mensa and a UK Chartered Engineer. He has a MBA with Distinction from Lancaster University Management School where his empirical research was awarded 1st prize by the now Chartered Management Institute, and a BSc Engineering from King’s College, London. He brings to academia over 28 years of a successful top management career with the multinational health care industry including over a decade in Switzerland, Malaysia and the Philippines. He is the recipient of the 2013 Faculty Excellence Award of the International Association of Universities Presidents and has served on the Jury of the Prime Ministers’ Corporate Award of Excellence. By invitation he was admitted to the Academic Union, Oxford in 2016.
What are the costs?

There are three cost elements* to studying a marketing qualification at Level 3:

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training Tuition Fees</td>
<td>GBP 420 (PKR 85000)</td>
</tr>
<tr>
<td>CIM Studying Member - Annual Fee</td>
<td>GBP 65 (PKR 14500)</td>
</tr>
<tr>
<td>Assessments</td>
<td>GBP 220 (PKR 48750)</td>
</tr>
</tbody>
</table>

(fee conversion rate may vary – does not include any applicable taxes)
*Figures based on successful completion at first attempt. Additional fees will be required if resits are taken.

FAQs

I am looking to study a CIM qualification.
What are my next steps?
The first step to studying is to enrol with an Accredited Study Centre at cim.co.uk/studycentres. Your Centre will discuss your options with you and once you have enrolled, you can then join us (cim.co.uk/join) as a studying member and have a wealth of study resources at your fingertips.

How much will it cost?
You will need to pay a tuition fee to your Accredited Study Centre, the cost of which can vary per centre. Fees payable to CIM include your annual membership fee and cost of assessments. You can find a list of appropriate fees on our website. Students are eligible for reduced assessment fees if residing in a country that qualifies for international reduced rates.

Can I study on my own?
Self-study is not an available method of study. To study a CIM qualification, you must be enrolled with one of our Accredited Study Centres. Studying with an Accredited Study Centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

Will I be a Chartered Marketer after completing a CIM qualification?
The prestigious Chartered Marketer status is achieved through a combination of qualifications, experience and Continuing Professional Development (CPD). To become a Chartered Marketer, you must first reach MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. A CIM qualification at level 6 and 7 will contribute towards your eligibility for graded membership.