

4.9 MARKETING AND SALES COURSES



Simply put; “nothing happens in any organization without Marketing and Sales Professionals”

Simply stated, marketing is everything you do to place your product or service in the hands of potential customers. It includes diverse disciplines like sales, public relations, pricing, packaging, and distribution. Marketing is your strategy for allocating resources (time and money) in order to achieve your objectives.



Acquiring new clients is one of the first aspects that companies concentrate on whenever they start off a business. Of course, they also need to have the necessary skills to survive in the business in the first place. This cycle continues until the business finds new clients or the clients themselves find new places to take care of their business. However, marketing a business involves a whole lot more than merely getting hold of clients. For example, branding and sales are also major parts of it. Even something as backend oriented as accounting and book keeping is also considered as an integral part of marketing a business.

Creating a brand for the business is an important aspect of making a business growth. Any business that has a brand will begin to gather a reputation. Clients will then flock to it once it manages to gather a sufficiently large reputation. It is important that you should not assume that marketing a business is easy work because it is a serious and back breaking business. It requires skills of professional marketers to utilize their innovation and creative skills to develop, price, promote and distribute a product that, in today's competitive global world faces many competitors.



Marketing is one of the most important parts that your business needs to be addressed with careful attention and proactive thoughts. In last decade or so, the importance of marketing has increased volcanically, as the advent of Internet and online business has ushered a whole new era in business. It should be noted that the competition and urgency among businessmen has increased due to the fact that Internet has rendered a whole world as a virtual world, and you never know when and from where a potential competitor has entered your territory unnoticed by you. And this is where proper marketing strategies and sound business marketing plans play their part to make you the choicest organization for your customers and dealers.

The CTPD Centre for Professional Studies is proud tuition centre for the marketing and sales courses examined by the globally recognized Chartered Institute of Marketing (CIM) and the London Chamber of Commerce and Industry Examinations Board (LCCIEB). CPS offers expert skills, advice and great tips regarding all aspects concerning Marketing and Sales.

The Chartered Institute of Marketing – CIM
www.cim.co.uk

4.9.1



The Chartered Institute of Marketing is the leading international professional marketing body with some 50,000 members worldwide. Established in 1911 it defines the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organizations. It does this by providing membership, qualifications and training to marketing professionals around the world. CIM is committed to delivering world-class support to equip marketers with the knowledge and tools they need to stay ahead and excel in this most challenging of professions. Through market leading industry awards and practical courses, and professional services which members can call upon whenever they are needed. CIM Learning and Development offers a broad range of marketing and sales courses which are recognized the world over for their excellence and relevance. We offer programmes for every level of skill and experience, for support staff through to cutting edge strategic thinking for senior managers and directors. The Chartered Institute of Marketing offers a range of internationally-recognized qualifications, from introductory courses aimed at those just starting out in marketing, to strategic level qualifications for more senior marketers. Our qualifications are based on detailed research and constant feedback from employers who have indicated the skills and knowledge they require from marketing professionals to ensure their business grows.

Qualifications

Introductory Certificate in Marketing

What is it?

The Introductory Certificate in Marketing is for all those who want to find out more about Marketing - whether you're in a job that involves marketing or not. It answers the question: What is marketing? But it also aims to develop knowledge and skills for people who are working to support others in basic marketing tasks.

Modules

1. What is Marketing
2. Understanding Customer Relationships

Ideal for...

Those undertaking junior marketing, secretarial or administrative roles
 People on the periphery of marketing
 Event management assistants
 Personal assistants
 Non-marketers with some marketing involvement
 Customer service assistants/ call centre employees
 Modern apprenticeship equivalents

Do you qualify?

This is an 'open' qualification, which means you don't need any previous qualifications or marketing experience. However, if you are working or have some business experience, this will certainly help you put your learning into context. If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

How will I be assessed?

There are two modules: The first involves a one-hour online test. For the second, you submit a written project made up of several brief work-based tasks.

What will you learn?

- By the end of this qualification you should:
- Understand the function of marketing and its role in an organization
 - 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

Start Dates

February and July each year

Study Mode

Distance mode only

Duration & Hours

About 6 months

Professional Certificate in Marketing

What is it? This qualification gives you the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility.

Modules

- Marketing Essentials
- Assessing the Marketing Environment
- Market Information and Research
- Marketing for Stakeholders

Ideal for...

Junior marketers, those working in marketing support roles (like personal assistants); or if marketing plays some part in your current job description

This qualification is the equivalent to the first year of a foundation degree, which means you'll need to meet at least one of these criteria:

Do you qualify?

- Have a minimum of two 'A' Levels
- Hold any general Bachelors or Masters degree
- Hold a CIM Introductory Certificate in Marketing (Level 2 or 3)

It's possible to qualify within a single academic year studying part time. You will be assessed across the four modules using a blend of two basic methods; by formal examination and by assignments such as coursework and case studies that require longer answers and will often be based on various findings and recommendations within your own company (or a company of your choice).

How will I be assessed?

By the end of this qualification you should be able to:

- Understand the function and fundamentals of marketing in some depth – including how to write and execute a marketing plan
- Know the many different ways of understanding and communicating with customers, and the function these methods serve
- Understand your organisation's marketing environment, its many constituent parts, and how they work in unison
- Apply practical knowledge – including the collecting and analyzing of data, and the establishment of marketing budgets.

What will you learn?

**Start Dates
Study Mode**

February and July each year

Part-time (evening) and Distance. Full time to start in January 2010

Professional Diploma in Marketing

What is it?

This qualification really helps with the 'how to' aspects of marketing planning, enabling you to develop as the 'marketing professional' mentioned in Section 1 of this prospectus. The focus moves from the theoretical aspects of marketing towards the many skills needed to manage the function itself – including elements ranging from channel management to communications, along with specialist areas like new product development.

Modules

- Marketing Research and Information
- Marketing Planning
- Marketing Communications
- Marketing Management in Practice

Ideal for...

Marketers with operational responsibilities and an eye on management – including departmental managers, product/brand managers, marketing managers, account managers, marketing executives and business development managers

This qualification is similar in level to a Honours degree, which means you will need to meet at least one of these criteria:

Do you qualify?

- Hold a Bachelor or Masters degree (from a provider that's formally recognised by the appropriate official body and by CIM)
- Hold a CIM Certificate in Marketing/CIM Certificate in Marketing Management Practice/CIM Professional Certificate in Marketing/CAM Diploma in Marketing Communications
- Hold any appropriate vocational qualifications approved by CIM
- Have suitable work experience in a marketing management role.
- If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

Professional Postgraduate Diploma in Marketing

What is it?

A challenging, high-level marketing qualification that demonstrates specialist professional knowledge across many areas.

Modules

- Analysis and Evaluation
- Strategic Marketing Decisions
- Managing Marketing Performance
- Strategic Marketing in Practice

Ideal for...

Marketers working at a strategic level or aspiring to do so.

This is a QCA Level 7 qualification, equivalent to a Masters degree, Postgraduate Certificate or Postgraduate Diploma. To take it, you must meet at least one of these criteria:

Do you qualify?

- Hold a CIM Professional Diploma in Marketing/CIM Advanced Certificate in Marketing/CIM Advanced Certificate in Marketing Management Practice/CIM Diploma in Tourism Marketing
- Hold any undergraduate or postgraduate degree with significant marketing content (from a provider formally recognised by the appropriate official body and by CIM) or a non-marketing degree plus suitable
- competence in a marketing management role
- Have relevant marketing management experience, with senior level competence
- Hold other qualifications approved by CIM If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

CAM Diploma in Marketing Communications

What is it?

This qualification will give you an in-depth understanding of the range of communication methods you can use to meet business objectives – from advertising and PR to direct and digital marketing.

Modules

- Marketing and Consumer Behavior
- Public Relations
- Direct Marketing and Sales Promotion
- Advertising
- Integrated Media

Ideal for...

Those working in (or who want to work in) marketing communications (including agency side roles like copywriters and designers).

You need to be educated to at least A Level standard (or equivalent) and fulfill at least one of these criteria:

Do you qualify?

- Have a suitable competence in a marketing communications role
- Hold any recognized degree or equivalent level 5 qualification or Have a CIM Professional Certificate in Marketing, CIPR Advanced Certificate in Public Relations
- If English isn't your first language, you will also need to provide us with evidence of at least LCCIEB Business Communication at level 3.

How will I be assessed?

You'll be assessed across the five modules based on either a standard examination format; or work- based assignments such as coursework and case studies that will often be based on various findings and recommendations within your own company.

What will you learn?

By the end of this qualification you should be able to; Develop marketing communications and brand support activities based on your understanding of market and consumer behavior, Demonstrate the skills needed to devise, execute and analyze a PR plan, Explain the roles of direct marketing and sales promotion, as well as manage and maintain a marketing database, Demonstrate good all-round knowledge of the advertising industry, and how good advertising is applied in practice and Understand the role of all media (including digital) in effective marketing

Start Dates

February and July each year

Study Mode

Part-time (evening) and Distance. Full time to start in January 2010

Duration & Hours

About 6-12 months

4.9.2 The Chartered Institute of Public Relations – CIPR
www.cipr.co.uk

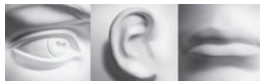


PR is seen as a vibrant, attractive industry, consistently ranking among new graduates' top three career choices. The CIPR is proud to represent such an industry, existing to set the highest standards of professionalism and integrity within the profession. With 9000 members from all sectors of the industry, the CIPR is the largest public relations institute in Europe.

The CIPR's qualifications are a key part of the Institute's activities, and continue to thrive. The CIPR Diploma provides practitioners with the knowledge and understanding of theory and practice to develop as effective and efficient professionals. The Institute supports the training and development of members through a comprehensive portfolio of events, ranging from bite-size breakfast briefings to full-day workshops and conferences. Justly regarded as amongst the best in the industry, CIPR training courses are aimed at practitioners of all levels. Members are also encouraged to further their personal development through the Institute's CPD programme. The CIPR produces leading policy guidance, with research into areas such as public relations ROI, and best practice guides and publications on a variety of topics, including crisis management, managing reputation and evaluating communication programmes. The Institute is dedicated to raising standards within the industry.



Core Modules



(Level 3)			
Foundation Award in Public Relations	(Three Compulsory Units)	1 Distinguishing PR Activities. 2 Writing PR Releases for News Media. 3 Ethics and the PR Professional.	
The CIPR Advanced Certificate	(Four Compulsory Units)	1 Managing pr (professional knowledge) 2 PR in action (vocational skills) 3 Professional development (personal development)	
CIPR Diploma	(Three Compulsory Units)	1 PR theory and practice (professional knowledge) 2 PR planning and management (vocational skills) 3 Personal skills and development (reflective practice)	

Entry Requirements
 Start Dates
 Study Mode
 Duration & Hours

LCCIEB (3) passes or Grade 12; age 18 years or above
 February and July each year
 Part-time (evening), Full time and Distance
 About 2 years

4.9.3 London Chamber of Commerce and Industry (LCCI)/ Education Development International (EDI)
www.lccieb.com or www.ediplc.com/lcci-international-qualifications.asp

Course Description:



London Chamber of Commerce and Industry International Qualifications (LCCI IQ) have been awarded since 1887 and are recognized and respected by employers, governments and universities worldwide. In 2003 the London Chamber of Commerce and Industry Examinations Board merged with Goal assessments, a pioneer in online testing, to form EDI. EDI has now become one of the UK's leading awarding bodies accredited by the British government. We work closely with Ministries of Education around the world. LCCI International Qualifications are offered through a growing network of around 5,000 centres, supported by extensive learning resources and easy online administration. The qualifications are taken in more than 120 countries and each year around 250,000 are awarded throughout the world. LCCI offers qualifications and diplomas in a range of subject areas, covering all the key functions of business including Financial and quantitative qualifications.



LCCI International Qualifications in Financial and Quantitative subjects are amongst the best regarded across EDI's range of international qualifications and are used for a variety of applications, ranging from gaining introductory knowledge to developing technical knowledge and skills for specific vocational purposes. The portfolio offers good progression routes through to higher levels as well as to university courses and professional qualifications.

Group Award Titles	Accumulation Period	Courses/Description
Diploma in Marketing – L2	Pass 3 subjects within 6 months	a) Customer Service b) Marketing (compulsory) c) E-commerce d) Practical ICT Skills e) English for Business (compulsory)
Diploma in Marketing – L3	Pass 3 subjects 1 Year	a) Marketing (compulsory) b) English for Business (compulsory) c) Any other 1 from the pool options
Group Diploma in Public Relations L3	Pass 3 subjects within 3 months	a) Public Relation (compulsory) b) Marketing (compulsory) c) English for Business (compulsory)
Group Diploma in Selling and Sales Management L3	Pass 3 subjects within 3 months	a) Selling and Sales Management (compulsory) b) Marketing (compulsory) c) English for Business (compulsory)
Group Diploma in Advertising L3	Pass 3 subjects within 3 months	a) Advertising (compulsory) b) Marketing (compulsory) c) English for Business (compulsory)
Entry Requirements	No formal qualifications required.	
Assessment	LCCI conducts paper based exams at its accredited centres	
Start Dates	February and July each year	
Study Mode	Full-Time, Part-time (evening) and Distance	
Duration	About 3 – 12 months	