Chartered Institute of Marketing

CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING (Level 4)

Thank you for your enquiry regarding the CIM Certificate in Professional Digital Marketing taught at the University of Hertfordshire.

Here is the information for the Certificate course. The course is delivered as a rolling programme: you may join at the start of any module dependent on your qualifications and experience. The next start point is January 2021.

- The University of Hertfordshire is an accredited Chartered Institute of Marketing study centre.
- The CIM Certificate in Professional Marketing is taught by experienced tutors.
- The course is delivered by online live teaching sessions on weekday evenings, 7pm – 9.30pm.
- Tuition is backed up by a 24/7 on-line learning environment giving students access to e-books, up-to-date journals and other business resources.
- Course text books are not included in the tuition fees. These are available through the CIM Bookshop.
- Students are expected to undertake a substantial amount of private study, including background reading if they are joining later modules.
- Assessment is by examinations and written assessments set by the Chartered Institute of Marketing. Participants will need access to an organisation and its data to use as case studies for the purposes of CIM assignments.
- Students have access to University events, including Business School Masterclasses, to Business Academy Briefings and to CIM events.

Programme Dates

| Module 1: Applied Marketing | starts 23 Sept 2020 |
| Module 2: Planning Campaigns | starts 7 Jan 2021 |
| Module 3: Digital Marketing Techniques | starts 6 Apr 2021 |

University of Hertfordshire Tuition Fees

The programme can be paid for either in advance or on a module-by-module basis. The cost is £640 per module. University of Hertfordshire students, staff and alumni receive a 20% discount.

Organisations can be invoiced for student fees on receipt of a purchase order (please note there is no VAT on the course fees).

Chartered Institute of Marketing Requirements

- CIM require you to be a registered as student member to undertake this programme, sit exams and submit assessments.
- Additional fees are payable by the student directly to CIM for both membership (£65) and the taking of exams/assessments. The total assessment fee for this qualification is £450 (excluding re-sits).
- To arrange membership please contact CIM directly.
Next Steps
Please complete the attached short booking form and email it to business-academy@herts.ac.uk together with a current CV.

I hope this information is helpful but should you have any further questions, please do not hesitate to email us at business-academy@herts.ac.uk.

We look forward to receiving your application.