Thank you for your enquiry.

Here is the information for the CIM Diploma in Professional Marketing which runs from January to November 2021.

- The Diploma consists of three modules.
- The University of Hertfordshire is an accredited Chartered Institute of Marketing (CIM) study centre with a high pass rate track record.
- The programme is taught by experienced University tutors; assessments are set by CIM.
- Teaching takes place in a series of evening sessions. For the 20-21 academic year, all tuition will be in an online live learning format.
- Course textbooks are available through the CIM Bookshop. These are not included in the tuition fees.
- Participants are expected to undertake a substantial amount of private study per module.
- Participants will need access to an organisation and its data for purposes of CIM assignments.
- The course is delivered as a rolling programme: you may join at the start of any module dependent on your qualifications and experience.

Programme Dates

<table>
<thead>
<tr>
<th>Module 1: Marketing &amp; Digital Strategy</th>
<th>starts 12 Jan 2021</th>
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<tbody>
<tr>
<td>Module 2: Innovation in Marketing</td>
<td>starts 13 Apr 2021</td>
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<tr>
<td>Module 3: The Digital Customer Experience</td>
<td>starts 14 Sep 2021</td>
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University of Hertfordshire Tuition Fees
The cost is £675 per module.

Organisations can be invoiced on receipt of a purchase order.
UH students and alumni receive a 20% discount.

Chartered Institute of Marketing – Additional Fees
- CIM requires you to be a registered as student member to undertake this programme and to take assessments.
- Additional fees are payable directly to CIM for both membership (£65) and module by module Assessment fees (total £570).
To arrange membership please contact CIM directly. This element is the student’s responsibility.

Hertfordshire Business School
Studying delegates will have access to a number of University-based events, MBA seminars,
exhibitions and other career development events as well as complimentary entry to Business Academy Briefings.

I hope the information provided is helpful but should you require any further information, please email us at business-academy@herts.ac.uk.

We look forward to receiving your application.