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Do you qualify?

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

- Have a suitable competence in a marketing communications role
- Hold any recognised UK degree or equivalent Level 5 qualification
- Have a relevant Level 3 or above qualification (e.g. CIM Professional Certificate in Marketing, CIPR Advanced Certificate in Public Relations, etc)

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 you be assessed?

You'll be assessed across the five units 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.

Next step?

Upon completion of this qualification you could develop your skills further by taking two units from the CAM Diploma in Digital Marketing or CAM Diploma in Managing Digital Media or two units from the Diploma in Hospitality and Tourism Marketing to gain a specialist qualification in marketing.

How and where can you study?

Our qualifications are taught through a global network of Accredited Study Centres.

You can study part-time, intensively/online or via distance learning.

What does it cost?

Why not persuade your employer to pay for the qualification?

To take this qualification you need to be a Studying Member. Cost: £140 per year (£85 if you live outside of the UK and Western Europe).

Assessment and examination fees for the five units are:

- Marketing and Consumer Behaviour (Assignment) £85
- Public Relations (Exam) £65
- Direct Marketing and Sales Promotion (Exam) £65
- Advertising (Exam) £65
- Integrated Media (Assignment) £85

Tuition fees and the relevant text books you'll need are by far the biggest expense. These fees do vary, depending on how you study, so we suggest you contact the Accredited Study Centres directly to compare different costs.

CAM Foundation

Communication Advertising and Marketing Education Foundation

Leading the way in specialist marketing qualifications



Leading the way in specialist marketing qualifications

“There is no doubt whatsoever that the CAM Diploma in Marketing Communications qualification is the only unique, highly relevant, up-to-date, most demanding award one could obtain to begin and survive the exciting dynamic world of marketing communications”

Thanzyl Thajudeen

“The CAM Diploma gave me a strong foundation for my career”

Jonathan Collet

Director of Communications
Press Complaints Commission

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To find the study centre that suits your needs visit www.camfoundation.com/study_centres or e-mail qualifications@cim.co.uk or call +44 (0)1628 427120.



Diploma in Marketing Communications

Qualifications awarded by



The Chartered Institute of Marketing

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1 The CAM Diploma in Marketing Communications will give you an in-depth understanding of the range of communication methods you can use to meet business objectives – from marketing, advertising and public relations to direct marketing and sales promotion.

About the CAM Foundation and The Chartered Institute of Marketing (CIM)

The Communications Advertising and Marketing (CAM) Education Foundation is a registered charity that offers qualifications in digital and offline marketing communications. In 2000 the CAM Foundation formed an alliance with The Chartered Institute of Marketing (CIM) and since then CAM qualifications have been awarded by CIM.

CIM is the largest, longest established and most respected marketing organisation in the world with practical professional qualifications delivered through their UK and international study centre network.

Ideal qualification for...

The qualification is ideal for anyone currently working in, or aiming to work in, marketing communications or digital marketing (including both client and agency side marketing roles).



What will you learn?

Upon achievement of this qualification you should be able to:

- Develop marketing communications and brand support activities based on your understanding of market and consumer behaviour
- Demonstrate the skills needed to devise, execute and analyse 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
- Understand the role of all media (including digital) in effective marketing

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Course content

This qualification has three units, each with its own assessment method.

To complete each one you'll need to cover all the following tasks successfully:

A. MARKETING AND CONSUMER BEHAVIOUR (DOUBLE UNIT)

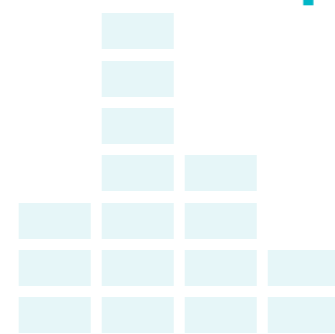
- Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture
- Understand the marketing planning process and the links between each stage of the process
- Explain the role of marketing communications and how the tools of the communications mix can be coordinated effectively
- Develop marketing communication and brand support activities based on an understanding of the salient characteristics of the target audience
- Explain the importance of developing long term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communications activities
- Suggest suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communications



B. PUBLIC RELATIONS (PR)

- Define the nature of public relations within a range of organisational frameworks
- Explain and work within the legal and self-regulatory constraints under which public relations operates
- Use the various techniques and skills required for effective public relations, including their characteristics, advantages, disadvantages, and costs
- Explain the media channels employed in public relations in different contexts.
- Analyse situations and identify whether PR is the most appropriate tool to use
- Analyse situations and suggest appropriate plans of PR action to specific publics within cost and time parameters

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C. DIRECT MARKETING AND SALES PROMOTION

- Describe the relationship between direct marketing and other marketing communications tools
- Explain the role of sales promotion, merchandising, point of sale and field marketing in the context of various sectors, and in terms of consumer, trade and salesforce/employee promotions
- Develop, manage and maintain a marketing database
- Devise, implement and control appropriate direct marketing and sales promotion campaigns to meet defined objectives
- Justify and manage budgets for individual campaigns
- Apply the principles of testing and measurement and financial controls that support direct marketing and sales promotion campaigns
- Explain the ethical, legal and self regulatory environment that surrounds the disciplines of direct marketing and sales promotion

D. ADVERTISING

- Explain the role and structure of advertising in the marketing mix, the communications mix and society
- Explain the structure of the advertising industry and identify the relationships between the advertiser, advertising agencies, suppliers (eg research, production) and media owners
- Set appropriate advertising objectives, strategies and budgets
- Understand how to plan strategies for creative and media execution
- Describe the controls on advertising including social acceptability, legal controls and voluntary constraints; and be able to apply them to given advertisements
- Select appropriate methods for measuring the effectiveness of advertising

E. INTEGRATED MEDIA

- Explain the role of different media in the marketing mix and the communications mix
- Identify the relationships between the advertiser, advertising agencies, media buying and media planning agencies and media owners
- Set appropriate objectives and strategies and allocate budgets for different media
- Present an overview of available media and their characteristics, including electronic media, and methods of planning and selection
- Select appropriate methods for measuring the effectiveness of communications media

Visit our website for more information and access to our media lounge www.camfoundation.com