

Advance
your
career



UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

The University of Management and Technology (UMT) is one of the premier higher education institutions of the country. The Higher Education Commission (HEC) recognizes all degree programs offered by UMT. In September 2007, the HEC awarded "W" category to the University, placing it among the few select universities in the country in this category. UMT is also among those universities that are eligible for grants under the National Research Program for Universities (NRPU) by the HEC. The University takes pride in its institutional climate and academic culture. It provides a friendly and highly supportive environment to its students. UMT is proud of its high quality academic programs. The curriculum not only provides a solid foundation of the disciplines involved but also imparts specific skills and specializations that the students are looking for. There are ample opportunities for positive interaction between students and faculty. The University responds to change both in the workplace and in academic scholarship. Its courses are highly demanding and relevant to the requirements of the modern work environment.

SCHOOL OF PROFESSIONAL ADVANCEMENT

The School of Professional Advancement (SPA) is a multidisciplinary, participant-centered academic and research entity within the University of Management and Technology (UMT) with an independent academic and administrative setup. It has been established to provide a technological base for upward mobility and professional growth of individuals who are engaged in various professional fields. According to recent estimates and forecasts, all professionals will have to continuously learn new knowledge and skills in order to retain their jobs in a technology driven competitive market.

ACCREDITED STUDY CENTRE

The University of Management and Technology (UMT) and the School of Professional Advancement (SPA) have been accredited by The Chartered Institute of Marketing, UK, to deliver diplomas and certification in marketing. Accreditation means that each centre has been quality-audited and approved to teach CIM qualifications and that tutors have access to essential teaching resources and information. CIM Accredited Study Centres ensure that you are booked onto the correct level of qualification. The CIM global network means that you can choose from around 300 Accredited Study Centres, which have all been quality-audited and approved.

CHARTERED INSTITUTE OF MARKETING (CIM)

The fact that you're holding this prospectus is a good thing because it clearly demonstrates your commitment to progressing your marketing career. It really doesn't matter where you are in your career right now. What's important is where you want to be – because if you want a long and prosperous career in marketing, you can never afford to stop learning. And that's where we come in.

We are The Chartered Institute of Marketing (CIM), the largest and longest established marketing organization in the world. In our experience, there's no such thing as an unqualified success, and our unique set of qualifications will make a real difference to your career – whether you're a student, marketing assistant, or responsible for an entire marketing department. Our specialist arm, the CAM Foundation (CAM), was established as a registered charity in 1970. In 2000, the CAM Foundation formed an alliance with CIM, and since then CAM qualifications have been awarded by CIM. This prospectus gives you an overview of the qualifications we offer and why you need them, along with all the logistics of how, when, and with whom you can study. We can't promise that our qualifications are easy, but we do try and make studying for them as easy as possible through our global network of Accredited Study Centres. This includes universities, further education colleges and independent private training providers.

As the world's largest organization for professional marketers, CIM plays a key role in training, developing and representing our profession.

Learn

We deliver accredited, practice-based qualifications through our UK and international study centre network. And we offer industry-proven marketing and sales training courses.

Develop

Increasingly recognized by the UK government as the voice of marketing, we set standards within the industry and are the first port of call for marketing information, knowledge and insight.

Belong

Being a member means being part of something bigger: a community of marketers who exchange ideas and experience. We help our members to continuously improve their skills and knowledge.

WHY CHOOSE THE CHARTERED INSTITUTE OF MARKETING QUALIFICATION?

1. Be more
2. Achieve more: Do you want to excel in marketing?
3. Core qualifications
4. Specialist qualifications
5. Grow more: How do I get more from my qualification?
6. Experience more: How to get started
7. Discover more: Where on earth will our qualifications take you?

CIM PROGRAMS

Professional Certificate in Marketing (Level 4)

The Professional Certificate in Marketing is for those in tactical marketing positions who are looking to progress, and gives in-depth knowledge of everything from understanding customers and collecting and analysing data.

The Professional Certificate in Marketing gives you the practical skills and knowledge to devise and execute marketing activities and gain marketing credibility. It also aims to provide a practical insight into the principles and application of marketing at a tactical level.

The syllabus has been updated recently to reflect the changing issues and practices within marketing and to

reflect employers' views of marketing in today's business environment.

The Professional Certificate in Marketing is ideal for Junior Marketers, those working in marketing support roles (like marketing assistants); or if marketing plays some part in your current job description.

Professional Diploma in Marketing (Level 4)

Marketing is for marketers with operational responsibility and an eye on management. You'll learn how to plan, implement and measure marketing activities at an operational level, and understand the impact of marketing decisions on other functions within the business.

This qualification is ideal for marketers who are concerned with managing the marketing process at an operational level, as well as those who are looking to build on the knowledge gained at Professional Certificate level with a future marketing management role in mind. The content of the course has been put together following consultation with employers to ensure that they gain relevant competencies for various stages of their marketing career. 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.

The Professional Diploma in Marketing is ideal for Marketers with operational, supervisory or management responsibilities and an eye on management – including department managers, functional managers, product/brand managers, account managers, agency managers, marketing executives and business development managers.

CAM Diploma in Digital Marketing (Level 4)

The Diploma in Digital Marketing gives you essential knowledge, the buzz words and the main trends of the online marketing arena.

This dynamic qualification provides the knowledge underpinning the principles of digital marketing and skills to undertake digital marketing planning. The qualification covers Search Engine Optimization (SEO), types of online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, legislation, regulation and codes of practice.

You will have the opportunity to gain skills and knowledge to understand the fundamental planning concepts for an online organization as well as key factors in implementation, measurement and evaluation of successful campaigns.

Digital marketing has evolved from a peripheral element of organizational marketing to one which is at the hub of customer-centric communications in an increasingly

multi-channel environment. Our qualifications ensure that you are equipped to deal with this shift and make the most of new business opportunities.

The Diploma in Digital Marketing is ideal for those working in marketing who want to ensure that they maximise opportunities in digital marketing.

CAM Diploma in Marketing Communication (Level 4)

The Diploma in Marketing Communications gives 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.

The CAM Diploma bridges the gap between the academic and the practical. As one student remarked, "The course is immediately relevant to my work the next day in the office!"

CAM is kept up-to-date by leading communication experts and the majority of tutors are practitioners in the industry. It is flexible and relevant, making it eminently suitable for anyone's continuing professional development.

The Diploma in Marketing Communications 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).

CAM Diploma in Managing Digital Media (Level 4)

The Diploma in Managing Digital Media is all about putting digital marketing into practice. Doing the work, running the digital campaigns and what you need to be aware of. This qualification also looks at the fast changing landscape of social media and emerging trends.

Media planning has become increasingly difficult in recent years. There has been an explosion of the ways in which consumers are contacted both digitally and through conventional media such as print, radio and television. Convergence of media creates new problems and opportunities for brands.

This new and exciting qualification looks at digital channels and their suitability for inclusion in a media plan. Search Engine Optimization (SEO), display advertising, email marketing, viral marketing, online PR, affiliate marketing and social media are all explored in detail. It also looks at digital metrics and related legislation, regulation and codes of practice.

This diploma provides invaluable knowledge and skills to manage digital marketing and communications campaigns.

Careers and CPD

No matter what your industry, you need practical and relevant marketing knowledge to help keep abreast of everything from new technology and channels, shifting consumer moods to the very latest techniques for collecting and analysing data – as well as the bigger business issues around strategy and process that can give you credibility way beyond the marketing department. Our qualifications are not only taught by some of the greatest minds in global marketing today but have been shaped by the genuine, practical and ever-changing marketing challenges you face.

Marketing is an exciting, challenging and rewarding profession. Whether you're just starting out or a senior marketer, we can offer all the help, advice and resources you need to further your career and Continuing Professional Development (CPD).

Continuing Professional Development (CPD) is hugely important to a marketer's ongoing development, as knowledge quickly becomes out of date. Our Chartered CPD Programme can help you stay ahead throughout your studies and your career.

ELIGIBILITY AND ADMISSION CRITERIA

Applicants must have Bachelor's degree in order to be eligible for admission in Professional Certification and Diploma. For Specialized Qualifications, applicants must have BBA degree with at least one year's experience.

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