



Professional and Postgraduate Marketing Courses

at Newport Business School 2012-13

Tuition From a Winning Team



The Chartered
Institute of Marketing

University
of Wales,
Newport

Prifysgol
Cymru,
Casnewydd

Why study at Newport?

Newport Business School (NBS) has been acclaimed for the excellence of its professional marketing tuition for over 20 years. We are a Chartered Institute of Marketing ('CIM') accredited study centre and our pass rates consistently exceed national averages. We have achieved accolades – and continually receive positive feedback – from students, employers and the CIM. In 2008 Newport was selected as one of only 20 Elite Study Centres in the UK to offer the Chartered Postgraduate Diploma based on past examination results, recruitment and the quality of course delivery. Our students have won the CIM 'Student of the Year' Award. We are also immensely proud that our CIM Programme Leader was the winner of the 'Wales Business Insider Outstanding Contribution Award' at the 2011 CIM Canmol: Wales Marketing Awards.

Our CIM courses are part of a wider Marketing provision at Newport. We offer Undergraduate Business programmes with Marketing, through to the Professional qualifications and Masters programmes. Therefore progression routes are available for anyone who wants to take their Marketing studies to the next level.

CIM courses are assessment and examination focused, and our specialist course tutors have significant experience of working with the CIM to deliver results. In addition, our tutors possess significant practical experience and technical expertise – they are all marketing practitioners who are currently working on consultancy projects with a range of business sectors. This is absolutely essential to the student experience. Indeed, tutors often engage in a pseudo consultancy role during the course to enhance the marketing of students' businesses. The learning environment at Newport is friendly and supportive, and we are able to offer an exceptional level of pastoral support. Further, the study facilities in our new state-of-the-art City Campus are excellent.

We have significant links with the CIM locally and nationally, and we regularly attend their events (and host their events at NBS).

Our CIM courses sit within the NBS 'Professional Programmes' cluster which has received many accolades over the years for delivery of professional marketing and accountancy courses. We are an ACCA Platinum Approved Learning Partner, a CIMA Learning Quality Partner and an ICAEW Partner in Learning. Further, we have been awarded the prestigious '2012 Public Sector Accountancy College of the Year' Award by PQ Magazine – the second time in three years that we have achieved this accolade.

Teaching & Learning Strategy

The Business School has a great deal of experience teaching part time students and has developed a blended learning approach to assist with the pressures that they face in juggling busy lives and study. We offer a structured CIM learning programme that blends face to face workshop sessions with on line support and activities. During the first session of every unit students receive an implementation plan that outlines in a structured manner the learning plan for the unit. Each unit breaks down into 10 sessions. Each session includes key learning outcomes, a syllabus reference, specific readings and activities. This helps students to plan their workload and to read around the subject. Key inputs – knowledge required for each session – are bound in an easy reference handbook, cross referenced to the syllabus and learning outcomes plus textbook chapters. During the workshop based sessions the knowledge level is checked to ensure that the material is understood. Time is then spent enriching the subject and building skills through the use of case studies, web based activities, critique of journals, and peer assessment.

In sum, the combination of the practical experience and technical expertise of our lecturing team and our excellence in teaching and learning make Newport's professional courses very special. I hope that you will soon join us.

Jared Davies BSc ACA - Academic Subject Leader, Professional Programmes



For general enquiries regarding Marketing programmes available at Newport, please contact the University Information Centre on **01633 432432** or email uic@newport.ac.uk

Alternatively, contact Jared Davies, Academic Subject Leader, Professional Programmes on **01633 432512** or jared.davies@newport.ac.uk

www.newport.ac.uk

Why Study CIM?

The Chartered Institute of Marketing is the leading international professional marketing body with some 50,000 members worldwide. First established in 1911, it has for almost a century defined the marketing standards that operate in the UK and it is a 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 organisations. It does this by providing membership, qualifications and training to marketing professionals around the world, and it supports them with a global network of branches. The Institute continues to raise the status of marketing onto a more professional and strategic level.

CIM provides a suite of qualifications - the Professional Certificate and Professional Diploma in Marketing, and the Chartered Postgraduate Diploma - that offer career progression and that are industry standard. Each qualification contains content developed from feedback from employers who have stated what skills and competencies they expect marketers to have. The qualifications are also mapped to the new Government Occupational Standards in Marketing as defined by the Marketing & Sales Standards Setting Body (MSSSB) www.cim.co.uk/standards and give employers a better return on their training investment by improving results for individual businesses.

In summary, CIM have noted that there are seven reasons why students should study their qualifications:

1. A reputation for excellence

As the world's largest organisation for professional marketers CIM have a global reputation as a centre of excellence and their qualifications are recognised worldwide.

2. Industry standards

CIM qualifications are based on detailed research and constant feedback from employers who have told CIM the skills and knowledge they require.

3. Academic standards

Ofqual, the Government body that regulates qualifications and assessments in England, Wales and Northern Ireland, has accredited the CIM Professional Certificate and Professional Diploma (others pending).

4. Practical skills to improve performance

CIM qualifications are driven by the practical needs of marketers and the industries in which they work. They provide practical tools and techniques that can be put to use immediately.

5. High-quality teaching

CIM courses combine academic excellence with marketing expertise, via CIM accredited Elite Study Centres.

6. The benefits of membership

Registering for a course means joining The Chartered Institute of Marketing and accessing a valuable range of benefits. These include the Learning Zone, which is full of resources and information to help students with their course and career.

7. Improve earning potential

According to the Marketing Rewards Survey, published annually by leading pay and benefits consultancy Croner, the average Chartered Institute of Marketing member earns about 10% more than a non-qualified member over the course of their career.

CIM Professional Certificate in Marketing

Why study the CIM Professional Certificate in Marketing?

The Professional Certificate is a Level 4 Qualification that has been designed for junior marketers wanting to gain knowledge in the basics of marketing. It develops knowledge and practical skills needed to carry out operational marketing activities, as well as giving an understanding of tactical considerations which will help students to progress their careers in marketing. Managers in a non-marketing role will also benefit from this course as it allows them to develop a better understanding of – and a recognised qualification in – marketing.

Students choose to begin CIM studies with us in order to:

- Seek a broader remit within their role
- Progress within their roles, and/or company
- Gain knowledge and 'know how'
- Seek credibility for what they do

The Professional Certificate has been designed to meet all of these aspirations. It provides the essentials of marketing and acts as a foundation for career progression and development.

CIM Professional Certificate Course Structure

Students study 4 units covering the key principles of marketing, which are individually assessed. Assessments are applied to the working environment. For example, the project based assessment offers the opportunity to ensure that students are able to directly relate the concepts they learn to their work situation. This enhances employability, as well as students' capabilities within their current roles.

Unit 1 - Marketing Essentials

Explains the key ideas, tools and concepts behind marketing as a business function, including the importance of the marketing planning process.

Unit 2 - Assessing the Marketing Environment

Examines the impact of the internal and external marketing environment, including global impacts, and market forces which are outside the control of organisations.

Unit 3 - Marketing Information and Research

Examines the importance of collecting and using information in order to get a better understanding of the market and customers, using varying research methodologies.

Unit 4 - Stakeholder Marketing

Explains the diverse range of stakeholders that an organisation may have, including customers, and how to manage these effectively using a tailored marketing communications mix.

“ I found the whole course extremely useful – it gave me the theory behind what marketers do in their day to day role”

- Natalie, Customer Marketing Manager

Professional Certificate 2012/13 Tuition Structure

Unit	Timing of tuition	Programme Leader	Fees
Unit 1 - Marketing Essentials	Induction & first teaching – 17 th September 2012, 5.30pm at City Campus. Teaching sessions run Sept-Nov (for a December 2012 exam).	Suzanne.Cole@Newport.ac.uk 01633 430088	£650 for 4 units
Unit 2 - Assessing the Marketing Environment	Teaching starts January 2013. Teaching sessions run Jan-March (for a March 2013 exam).		
Unit 3 - Marketing Information and Research	Teaching starts March 2013. Teaching sessions run March-June (with submission of research based project June 2013).		
Unit 4 - Stakeholder Marketing	Teaching starts June 2013. Teaching sessions run June-Aug (with submission of work-based project Sept 2013).		

Entry Requirements

As a minimum, 2 'A' levels are required. Any general Bachelors or Masters degree is acceptable. Alternatively, students may possess equivalent qualifications such as:

- CIM Introductory Certificate (Level 2 or 3 versions will be accepted)
- NVQ/SVQ Level 3 in Marketing (equivalent to NQF Level 3)
- NVQ/SVQ Level 4 in any other subject (UK) (equivalent to NQF Level 4 and above)
- International Baccalaureate (equivalent to NQF Level 3 and above)

Business and/or marketing experience in a support role is advantageous but not essential.

You will be required to register as a Registered Student of CIM before you enrol. Proof of your prior qualifications, CIM student membership and confirmation of any exemptions need to be produced at Course Enrolment and Induction. It is not possible for students to sit any assessments without being a member of CIM. CIM can be reached at www.cim.co.uk

Fees payable to CIM (subject to periodic updating by CIM)

CIM student registration: £120

CIM Assessment fees

Unit 1 – Marketing Essentials: **£70 (exam)**

Unit 2 – Assessing the Marketing Environment: **£70 (exam)**

Unit 3 – Marketing Information and Research: **£70 (assignment)**

Unit 4 – Stakeholder Marketing: **£70 (assignment)**

Enrolment & Induction Sessions

- CIM enrolment will be open at the Caerleon Campus on Monday 10th September or Tuesday 11th September, between 2pm-8pm. Enrolment rooms will be clearly signposted from the entrance.
- Classes will be held at the City Campus (and the Caerleon Campus).
- Detailed timetables, course handbooks, lecture programmes, assessment details etc will be distributed during the first teaching and induction session noted above (17th September 2012, 5.30pm at City Campus)
- Campus directions can be found at: <http://www.newport.ac.uk/visitus/findus/Pages/default.aspx>
- Notices in reception will advise you of teaching rooms on your first day of attendance.

Further Information and Application Forms

- For administrative queries, application forms or a prospectus please contact the University Information Centre on **01633 432432** or via email at: uic@newport.ac.uk. Note that the preferred method of application is online – please see: <http://www.newport.ac.uk/study/parttime/howtoapply/Pages/default.aspx>
- For academic queries regarding course content, timetables etc please contact Sue Cole, Programme Leader, on **01633 430088** or via e-mail at: Suzanne.Cole@newport.ac.uk
- Information evenings will be run during the Summer of 2012 at the City Campus. No appointment is necessary and CIM tutors will be available to discuss the course. Each evening will run from 4.30pm to 7.30pm
- The dates of the evenings are:
 - o Wednesday 13 June 2012
 - o Tuesday 7 August 2012

CIM Professional Diploma in Marketing

Why study the CIM Professional Diploma in Marketing?

The Professional Diploma is a Level 6 Qualification that has been designed for mid level marketers looking to acquire professional recognition whilst gaining both practical and strategic marketing skills. The course attracts students from a variety of sectors including private, public, tourism, retail, education and B2B. People studying the course might be:

- Operational marketers
- Departmental managers
- Functional managers
- Product/brand managers
- Account managers
- Agency managers
- Marketing executives
- Business development managers

Teaching sessions are designed to allow students to engage in regular group discussions about the marketing activity and strategy of their respective organisations, thus creating an excellent 'thinking space' for students to acquire new ideas and share good practice.

CIM Professional Diploma Course Structure

Unit 1 - Marketing Planning Process

- The marketing planning process including internal and external marketing environments
- Marketing audit and assessment of the findings that underpin an organisation's marketing strategy
- The importance of segmentation, targeting and positioning
- Developing innovative, cost effective and valuable strategies to maximise potential of marketing opportunities
- Retaining customers through relationship marketing

Unit 2 - Delivering Customer Value Through Marketing

- Developing and managing a brand and product portfolio
- Developing and implementing an effective and efficient channel management strategy
- Developing an effective and innovative communications strategy and plan
- Utilising an integrated marketing mix to reinforce brand values, overall marketing proposition and competitive advantage
- Customer-focused, efficient and effective product and service delivery

Unit 3 - Managing Marketing

- How a marketing function should be structured and managed
- Teams – how they should be structured, selected, formed, managed and developed
- Organisational resource needs and capabilities – assessing how to manage marketing activities effectively
- Budgets and accounting - supporting the financial management of the marketing function
- Critical assessment - manageability of the budget, financial stability and success of the marketing function

Unit 4 – Project Management in Marketing

- Identifying organisational information needs, scope of research projects and resource capability to underpin the business cases, including risk assessment and mitigation strategies
- Project management tools and techniques - design, develop and plan significant marketing programmes effectively
- Integration of a range of marketing tools and techniques
- Monitoring and measurement - the outcomes of marketing projects through the end-to-end project process

“It takes good time management skills to study alongside working, but the benefits were enormous – increased confidence and a greater understanding of marketing as a business function”

- Sue, Lloyds TSB

Professional Diploma 2012/13 Tuition Structure

Unit	Timing of tuition	Programme Leader	Fees
Unit 1 – Marketing Planning Process	Induction & first teaching – 17 th September 2012, 5.30pm at City Campus. Teaching sessions run Sept-Nov (with December 2012 assignment submission).	Suzanne.Cole@Newport.ac.uk 01633 430088	£650 for 4 units
Unit 2 – Delivering Customer Value Through Marketing	Teaching starts January 2013. Teaching sessions run Jan-Feb (for a March 2013 exam).		
Unit 3 – Managing Marketing	Teaching starts March 2013. Teaching sessions run March-May (with submission of assignment June 2013).		
Unit 4 – Project Management in Marketing	Teaching starts June 2013. Teaching sessions run June-Aug (with submission of assignment Sept 2013).		

Entry Requirements

- Any business or marketing Bachelors or Masters Degree (or equivalent) where a minimum of one third of the credits come from marketing (i.e. 120 credits in Bachelors degrees or 60 credits in Masters Degrees); OR
- Experience in a marketing management role that has provided potential students with knowledge and competence equivalent to the learning outcomes of the CIM Professional Certificate in Marketing (*sufficient to pass the Entry Test to Level 6*).
- You will be required to register as a Registered Student of CIM before you enrol. Proof of your prior qualifications, CIM student membership and confirmation of any exemptions need to be produced at Course Enrolment and Induction. It is not possible for students to sit any assessments without being a member of CIM. CIM can be reached at www.cim.co.uk

Fees payable to CIM (subject to periodic updating by CIM)

CIM student registration fee: £200

CIM Assessment fees

Unit 1: Marketing Planning Process: **£80 (assignment)**

Unit 2: Delivering Customer Value Through Marketing: **£80 (exam)**

Unit 3: Managing Marketing: **£80 (assignment)**

Unit 4: Project Management in Marketing: **£80 (assignment)**

Enrolment & Induction Sessions

- CIM enrolment will be open at the Caerleon Campus on Monday 10th September or Tuesday 11th September, between 2pm-8pm. Enrolment rooms will be clearly signposted from the entrance.
- Classes will be held at the City Campus (and the Caerleon Campus).
- Detailed timetables, course handbooks, lecture programmes, assessment details etc will be distributed during the first teaching and induction session noted above (17th September 2012, 5.30pm at City Campus).
- Campus directions can be found at: <http://www.newport.ac.uk/visitus/findus/Pages/default.aspx>.
- Notices in reception will advise you of teaching rooms on your first day of attendance.

Further Information and Application Forms

- For administrative queries, application forms or a prospectus please contact the University Information Centre on **01633 432432** or via email at: uic@newport.ac.uk. Note that the preferred method of application is online – please see: <http://www.newport.ac.uk/study/parttime/howtoapply/Pages/default.aspx>
- For academic queries regarding course content, timetables etc please contact Sue Cole, Programme Leader, on **01633 430088** or via e-mail at: Suzanne.Cole@newport.ac.uk
- Information evenings will be run during the Summer of 2012 at the City Campus. No appointment is necessary and CIM tutors will be available to discuss the course. Each evening will run from 4.30pm to 7.30pm
- The dates of the evenings are:
 - o Wednesday 13 June 2012
 - o Tuesday 7 August 2012

CIM Chartered Postgraduate Diploma in Marketing

Why study the CIM Chartered Postgraduate Diploma in Marketing?

The Chartered Postgraduate Diploma is a Level 7 Qualification that has been designed for marketing managers working at, or aspiring to, strategic level. The focus is on the strategic aspects of marketing management and this qualification is increasingly seen as the benchmark of competence at the highest level. In an increasingly competitive workplace and job market, the qualification can therefore be seen as a differentiator, both as recognition of achievement, and also as a way to further develop marketing skills and knowledge - enhancing students' careers, CVs and prospects.

Many CIM Professional Diploma graduates return to us having built on their knowledge and experience, to undertake the next step in their professional development.

CIM Chartered Postgraduate Diploma Course Structure

Unit 1 – Emerging Themes

Develops the skills for establishing strategies to anticipate future trends and themes in a marketing context.

Unit 2 – Analysis & Decision

Prepares for a strategic audit of an organisation including delivering a marketing strategy in a challenging, dynamic and diverse global marketplace.

Unit 3 – Managing Corporate Reputation

Develops and implements strategic plans and supports an organisation's value proposition in terms of understanding the issues associated with developing a dynamic, proactive and agile organisation.

Unit 4 - Marketing Leadership & Planning

Looks at the strategic role of corporate communications in managing the organisation's reputation including the way in which an organisation's reputation represents the way in which stakeholders perceive it, and how to improve this.

“The teaching staff are excellent and lectures inspirational – I learnt a great deal and was able to use the assignments as an opportunity to explore my own business and implement real improvements as a result”

- Amy, Marketing Manager

Postgraduate Diploma 2012/13 Tuition Structure

Unit	Timing of tuition	Programme Leader	Fees
Unit 1 – Emerging Themes	Induction & first teaching – 24 th September 2012, 5.30pm at City Campus. Teaching sessions run Sept-Nov (with submission of assignment December 2012).	Suzanne.Cole@Newport.ac.uk 01633 430088	£650 for 4 units
Unit 3 – Managing Corporate Reputation	Teaching starts December 2012. Teaching sessions run Dec-March (with submission of assignment March 2013).		
Unit 2 – Analysis and Decision	Teaching starts February 2013. Teaching sessions run Feb-May (for a June 2013 exam).		
Unit 4 – Marketing Leadership & Planning	Teaching starts June 2013. Teaching sessions run June-Aug (with submission of assignment Sept 2013).		

Entry Requirements

As a minimum, the following qualifications and experience are recommended as a prerequisite for entry onto the CIM Chartered Postgraduate Diploma in Marketing:

- CIM Professional Diploma in Marketing (either the 2003 or 2009 syllabus) or the CIM Advanced Certificate in Marketing; OR
- A business or marketing Bachelors or Masters degree (or an equivalent qualification) where a minimum of half the credits come from marketing (i.e., 180 credits in Bachelor' degrees and 90 credits in Masters degrees); AND
- A range of experience working at Senior Marketing Management level that has provided potential students with ability to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and is sufficient to pass the Entry Test test

You will be required to register as a Registered Student of CIM before you enrol. Proof of your prior qualifications, CIM student membership and confirmation of any exemptions need to be produced at Course Enrolment and Induction. It is not possible for students to sit any assessments without being a member of CIM. CIM can be reached at www.cim.co.uk

Fees payable to CIM (subject to periodic updating by CIM)

CIM student registration fee: **£280 subject to change**

CIM Assessment fees

Unit 1: Emerging Themes: **£90 (assignment)**

Unit 2: Analysis & Decision: **£90 (Case study exam)**

Unit 3: Managing Corporate Reputation: **£90 (assignment)**

Unit 4: Marketing Leadership & Planning: **£90 (assignment)**

Enrolment & Induction Sessions

- CIM enrolment will be open at the Caerleon Campus on Monday 10th September or Tuesday 11th September, between 2pm-8pm. Enrolment rooms will be clearly signposted from the entrance.
- Classes will be held at the City Campus (and the Caerleon Campus).
- Detailed timetables, course handbooks, lecture programmes, assessment details etc will be distributed during the first teaching and induction session noted above (24th September 2012, 5.30pm at City Campus).
- Campus directions can be found at: <http://www.newport.ac.uk/visitus/findus/Pages/default.aspx>
- Notices in reception will advise you of teaching rooms on your first day of attendance.

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- Information evenings will be run during the Summer of 2012 at the City Campus. No appointment is necessary and CIM tutors will be available to discuss the course. Each evening will run from 4.30pm to 7.30pm
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MSc Strategic Marketing

Subject to validation

The MSc Strategic Marketing course is designed to provide students with improved employment prospects; the course provides its graduates with the opportunity to offer current and prospective employers increased levels of added value. Fundamentally, MSc Strategic Marketing graduates should be able to differentiate themselves from individuals who hold other marketing qualifications. The target market identified for the programme includes individuals who either hold or aspire to hold the following positions/functions: operational marketers; functional managers; product/brand managers; account managers; agency managers; business development managers; or strategic marketing managers.

This applied Masters course is largely different from the current provision in the university marketplace as it draws heavily on traditional marketing model foundations and practice and leads on to cutting-edge thinking and practice to fully develop and challenge conceptions of marketing. Graduates will have a fully rounded perspective of business and marketing theory and practice as well as developing new skills in identifying new market spaces.

The course is available full-time (around 15 months) or part-time (2-3 years).

Modules that are studied include People Leadership and Management, Strategic Marketing and Managing Corporate Reputation in Year/Part 1 and Marketing Futures, Strategic Leadership and Business Transformation in Year/Part 2.



MA/MSc Digital Marketing

Subject to validation

The MA/MSc Digital Marketing programmes are designed to enable students to engage with dynamic and technologically innovative nature of contemporary marketing within the profit or the not for profit sectors.

The programmes are a value added offer for individuals who hold the Chartered Institute of Marketing (CIM) Chartered Postgraduate Diploma in Marketing or for graduates with marketing, business or computing/ICT related degrees. They are designed to provide students with improved employment prospects; they provide graduates with the opportunity to offer actual and prospective employers increased added value. Fundamentally, MA/MSc Digital Marketing graduates should be able to differentiate themselves from individuals solely holding undergraduate, CIM and other Masters qualifications.

The courses are available full-time (around 15 months) or part-time (2-3 years).

Modules that are commonly studied include Digital Marketing Management, Managing Projects & Programmes, Strategic Digital Marketing and Strategic Entrepreneurial Marketing. The MA then offers dedicated Design modules, whereas the MSc offers Strategic Marketing and Accounting and Financial Control.

For more information go to <http://www.newport.ac.uk/study/subjectareas/marketing/Pages/default.aspx>



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