

# Professional Services Marketing



CIM

Accredited Study Centre

## Your Route to Marketing Success

Cambridge Marketing College



[www.marketingcollege.com](http://www.marketingcollege.com)

# PROFESSIONAL SERVICES MARKETING QUALIFICATIONS

Cambridge Marketing College (CMC) and the Professional Services Marketing Group (PSMG) are pleased to offer the only marketing qualifications programme tailored specifically for marketers and business development professionals working in the professional services sector.

We offer fully accredited Chartered Institute of Marketing (CIM) qualifications combined with professional services sector-specific tutoring, teaching and study materials. In addition, students benefit from full PSMG membership and the sector's best programme of talks and events led by professional services marketing experts.

This qualification programme offer professional services marketers the opportunity both to gain an internationally-recognised qualification and enhance their sector-specific skills and knowledge.

## Delegates will benefit from the following:

- A fully-supported study programme from Cambridge Marketing College - one of the CIM's leading Accredited Study Centres
- The option to study at evening classes, weekend classes or by distance learning – depending on the student's location, study preference and qualification level
- A Course Director with substantial experience of working and teaching in the professional services sector
- Individual module tutors with experience and knowledge of the professional services sector
- The Professional Services Marketing Handbook (Kogan Page) included as a core text
- Full membership of the Professional Services Marketing Group (PSMG), offering access to a range of talks, events and specialist material
- Additional events and guest speakers for students and alumni of the professional services marketing qualifications programme

Qualification	Delegate Requirements	Typical Role
Certificate	May have some marketing experience, but probably a non-marketing degree. Zero to three years relevant experience.	Marketing Executive, relatively new to marketing or the sector.
Diploma	A marketing or business BA/BSc degree with at least one third marketing credits OR at least three years relevant marketing experience.	Junior Manager with relevant marketing and sector experience.

Students will be tutored and guided through the core and elective modules on each of these qualifications by our Course Director and team of professional services-experienced tutors. The tutors will ensure students relate to and can apply standard CIM concepts and assignment scenarios.

Evening or weekend classes may include students working in other industry sectors, but our experience shows professional services marketers benefit from studying alongside and sharing ideas and concepts with other marketers.

Professional services students will receive the CMC's bespoke publications and study guides for each qualification module, together with a copy of the Professional Services Marketing Handbook as a specialist companion text.

# CIM CERTIFICATE IN PROFESSIONAL MARKETING

## Entry Criteria

The course is suitable for those with some experience in marketing and with limited academic qualifications or delegates with non-marketing degrees and limited marketing experience. In addition you should be working for a Professional Services company/body/institute or a connected organisation.

The Certificate consists of two core modules and one elective from the choice of two.

## CORE

### MARKETING

#### Aim of the module

This module about recognising the importance of marketing's role in driving success and delivering results. It provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.

#### Assessment

The module comprises will be assessed by way of examination. The examination will comprise 50 multiple-choice questions to be completed in a two hour controlled assessment.

### INTEGRATED COMMUNICATION

#### Aim of the module

This module aims to enable understanding of the importance of effective internal and external communications in building sustainable relationships and delivering customer value. It provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.

#### Assessment

The module will be assessed by way of assignment. The assessment will require submission of a 12-page assignment based on a given scenario and an organisation of your choice.

## ELECTIVE

### DIGITAL MARKETING

#### Aim of the module

The Module is about understanding the changing digital landscape and how to develop skills to improve digital effectiveness. It provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It defines the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital effectiveness.

#### Assessment

Assessment is by a three-part Work Based Portfolio (research, plan and report).

### CUSTOMER EXPERIENCE

#### Aim of the module

This module recognises how a deeper knowledge of customer requirements within different contexts allows organisations to enhance the customer experience. It proves the skills and understanding to assess customer expectations in context and to develop and deliver activates that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.

#### Assessment

The assessment will require submission of a 12-page assignment based on a given scenario and an organisation of your choice.

# CIM DIPLOMA IN PROFESSIONAL MARKETING

## Entry Criteria

A Bachelors degree in business or marketing (or an equivalent qualification) where a minimum of a third of the credits come from marketing OR three plus years' of appropriate experience working in Marketing. In addition you should be working for a Professional Services company/body/institute or a connected organisation.

The Diploma consists of two core modules and one elective from the choice of two.

The Diploma is aimed at the professional marketer in an operational or management role who wishes to develop the knowledge and skills across a range of areas in order to progress their career.

## CORE

### STRATEGIC MARKETING

#### Aim of the module

This module is about how to take a strategic approach in marketing planning to achieve competitive advantage. It recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision making. The module outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enables the achievement of strategic marketing objectives.

#### Assessment

This module will be assessed by way of examination. The examination will comprise a number of extended answer questions to be completed in a three-hour controlled assessment.

### MASTERING METRICS

#### Aim of the module

This module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.

#### Assessment

This module will be assessed by way of assignment. The assessment will require submission of a 18-page assignment based on a given scenario and an organisation of your choice

## ELECTIVE

### DRIVING INNOVATION

#### Aim of the module

The module outlines the importance of how taking a visionary approach, and embedding innovation, can help organisations deal with the challenges of a fast-moving marketplace. It focuses on how an understanding of the relationship between marketing and entrepreneurship can enable organisations to deliver compelling marketing solutions. It presents the key factors in building and nurturing innovation throughout the organisation and within the marketing function. It provides an appreciation of the role of internal marketing in supporting a culture of innovation and in implementing change programmes.

#### Assessment

The module will be assessed by way of assignment. The assessment will require submission of a 18-page assignment based on a given scenario and an organisation of your choice.

### DIGITAL STRATEGY

#### Aim of the module

This module provides insight into how organisations can implement digital marketing capabilities into strategic marketing planning. It outlines how an understanding and analysis of the macro- and micro- environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.

#### Assessment

The module will be assessed by way of a three-part portfolio comprising research, plan and report.

# OUR TUTORS



## **NIGEL CLARK**

Course Director and Lead Tutor for Professional Services Postgraduate Diploma

Nigel has held senior marketing and business development roles in financial services, management consulting, legal, environmental, business services,

engineering and project management firms. He currently works for Jacobs, one of the world's largest and most diverse providers of technical, professional and construction services. Nigel is a past director of the Professional Services Marketing Group (PSMG) and the editor of the new Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion (published by Kogan Page in Spring 2015).



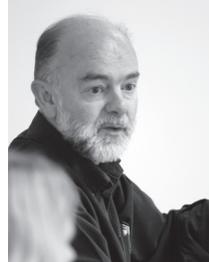
## **ANDREW HEDLEY**

Lead Tutor for Professional Services Diploma

Andrew Hedley helps the leaders of law firms to create mould-breaking strategies, develop strong brands, forge robust client relationships and design compelling propositions. Hedley Consulting is recognised as a leading boutique strategy consultancy

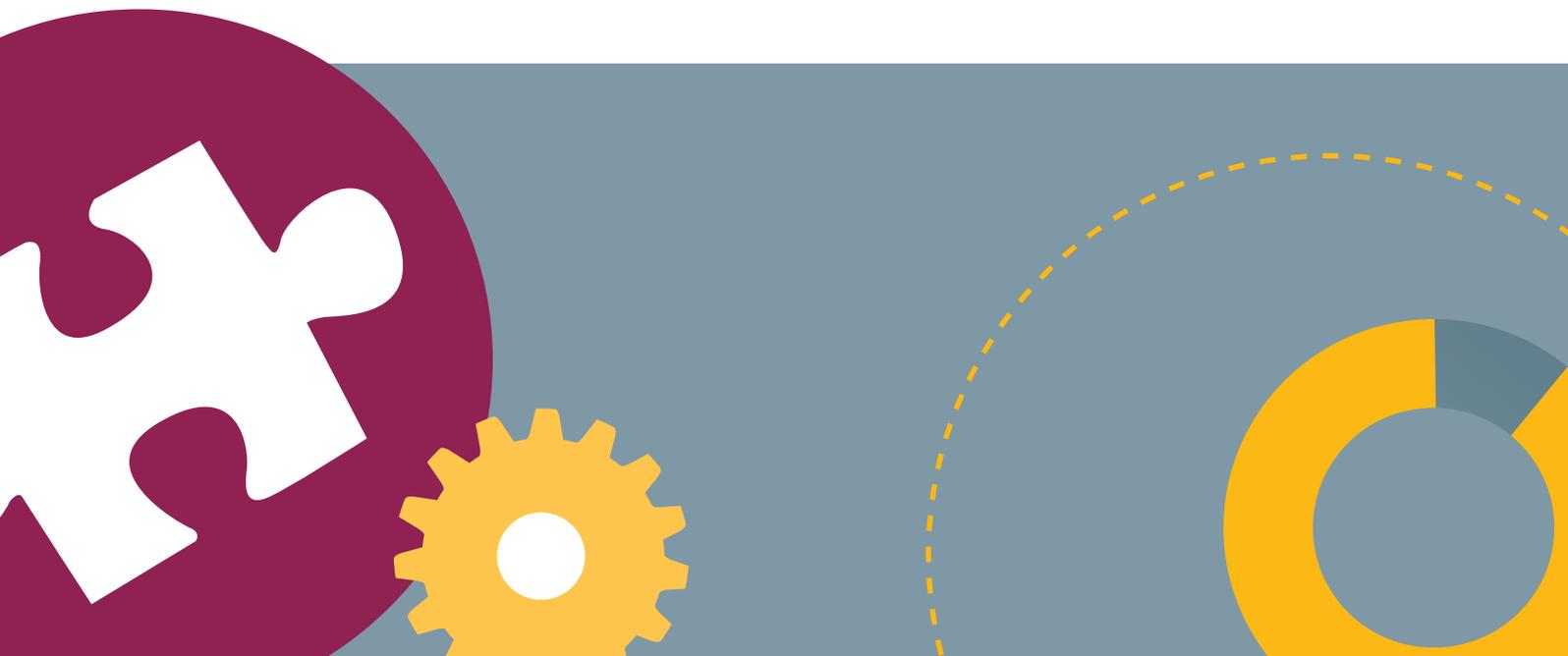
within the legal sector with clients ranging from global firms to significant regional players. In addition to his strategic project advice, Andrew is much sought after as a strategy group guide, partner retreat speaker, workshop facilitator and moderator. He is a respected contributor to specialist marketing and management publications and a regular keynote conference speaker. He is the author of *Developing Strategic Client Relationships* (2008) and *Client Strategy in a Changing Legal Market* (2011).

Andrew is a member of the Editorial Board of *Managing Partner* magazine, the judging panel of the MPF European Practice Management Awards and the Advisory Panel of NetworkMP, a leading peer network for managing partners of professional service firms. Andrew has been admitted as a Fellow of the Institute of Directors, the Strategic Planning Society, the Chartered Management Institute and the Royal Society of Art.



**CHARLES NIXON** – Charles is an experienced and pragmatic Services Marketer with particular expertise in Customer Experience, Service Design and Planning. With a career predominately focused on the education and services sector, Charles has 30 years' experience of marketing obtained in Mercury Communications, Accenture, Xtel and Societe Generale.

Charles is a Fellow of the Chartered Institute of Marketing, and the Marketing Society. He also holds an MBA from the Warwick University.



# CIM PROFESSIONAL QUALIFICATIONS

## FOR THE PROFESSIONAL SERVICES MARKETER



### PSMG AND CMC

The Professional Services Marketing Group (PSMG) is a membership organisation for those with an interest in marketing within professional services firms, including partners, practice professionals, directors, managers and executives working in-house as well as recognised suppliers and consultants. The PSMG offers both individual and corporate membership.

Members are drawn from across the professions including law, accountancy, real estate, banking, architecture, actuarial, insurance, management consultancy, marketing communications, engineering and construction. PSMG has active groups in key commercial centres in the UK and international links in the USA, Canada, Europe, Middle East and Australasia.

#### AIMS

- To advance the public benefit of education and training of marketing in professional services.
- To provide a forum for members to meet, discuss common issues and develop leading edge marketing thinking.
- To define, improve and encourage good marketing practice.
- To enhance perception of the value of the marketing function within professional service businesses.
- To comment, as a recognised body, to the media, other professional institutions and the public on professional services marketing issues.

The skills of Britain's lawyers, accountants, financiers and other professional advisors are recognised as playing an important role in maintaining and growing the UK's competitive position in Europe and the wider global economy.

Raising the standards of marketing and communications in this sector is important to continuing success. Increasing the number of marketers with a professional services tailored, recognised qualification can make a major contribution.

The unique Professional Services Pathways to the CIM Professional Certificate and Professional Diploma in Marketing give Professional Services Marketers the opportunity to gain a definitive qualification in marketing taught by professional services marketers.

## COURSE FEES AND STUDY METHOD

Course	Study method	College Fee (exc. VAT)	College fee (inc. VAT at 20%)	CIM Membership & Assessment Fees**
CIM Certificate in Professional Marketing (Specialist Pathway)	Distance Learning	£1,140	£1,368	£55 / £420
	Evening Classes	£1,740	£2,088	£55 / £420
	Weekend Classes	£1,960	£2,352	£55 / £420
CIM Diploma in Professional Marketing (Specialist Pathway)	Distance Learning	£1,290	£1,548	£55 / £540
	Evening Classes	£1,800	£2,160	£55 / £540
	Weekend Classes	£2,115	£2,538	£55 / £540

\* includes CIM exemption fees for lower levels

\*\* Prices correct from time of publication but subject to change.  
Delegates are responsible for enrolling and registering for assessments with the CIM

# TERMS & CONDITIONS

1. It is the responsibility of each applicant to satisfy the entry requirements of the Chartered Institute of Marketing (CIM), CAM Foundation or Chartered Institute of Public Relations (CIPR) (as applicable). Every assistance will be provided by Cambridge Marketing Colleges (CMC) to enable the applicant to obtain this information from the CIM, CAM or CIPR.
2. All CIM or CAM membership and assessment fees are payable direct to the CIM or CAM. Payment of CMC enrolment fees should be made by cheque (payable to Cambridge Marketing College), direct debit or credit card and must accompany the application form for a place to be reserved. Tuition fees must be paid in advance of the commencement of the course or as agreed with the College.
3. All copy right on material provided by CMC is the property of CMC.
4. CMC tuition fees do not include CIM or CAM membership and assessment fees or social evenings.
5. CMC reserves the right to revise tuition fees at any time.
6. CMC reserves the right to cancel a course or change the schedule for any course, in which case all delegates will be given due notice and also given the options of change or cancellation. In the case of cancellation of a course by CMC prior to commencement, a full refund will be given.
7. CMC accepts no liability to provide extra tuition because of delegate absence through, for example, illness.
8. CMC reserves the right to refuse any bookings.
9. It is a condition of enrolment that a delegate thereby agrees:
  - (a) To take reasonable care of the health and safety of themselves and of the other persons who may be affected by his acts or omissions.
  - (b) To co-operate with all members of the CMC staff in maintaining the requirements of the Health and Safety at Work (1974) Act.
  - (c) Not to interfere with, intentionally or recklessly, nor to misuse anything provided in the interest of health and safety or welfare in the CMC.
  - (d) The CMC accepts no liability for injury or accident however caused whilst in attendance at the College premises.
10. Tutor Support is for one or two years as specified on enrolment. Extensions may be agreed at CMC discretion and are subject to a renewal charge.

## IMPORTANT NOTES

The formation or continuation of any course or class is dependent upon adequate delegate enrolment and attendance.

The CMC undertakes to take all reasonable steps to provide educational services in the manner set out in the Welcome Pack and in other documents. Should industrial action or other circumstances beyond the control of the CMC interfere with its ability to provide such services, the CMC undertakes to use all reasonable steps to minimise the resultant disruption to educational services. The CMC does not undertake any absolute obligation whatsoever to provide educational services in the manner specified in the Introductory Pack or in any other document, nor does it undertake any other obligation in respect of the provision of educational services which is more onerous than the obligations set out herein.

Should you become a delegate of the CMC, this notice shall be a term of any contract between you and the CMC. Any offer of a place made to you by the CMC is made on the basis that in accepting such an offer you signify your consent to the incorporation of this notice as a term of any such contract.

The CMC leaflet is issued for information purposes only, and whilst every care has been taken in its preparation, the CMC cannot accept liability for the consequences of any inaccuracy. It is issued on the express condition that all matters covered in it are subject to change from time to time. In particular, the CMC reserves the right, in every case, at its discretion and for whatever reason, to amend fees, and to alter or not to alter classes, courses, parts of courses and other opportunities to study. Any doubt or ambiguity arising from the interpretation of any provision in the CMC leaflet shall be decided solely by the CMC in accordance with English Law.

Whilst every care is taken to ensure that advice given as part of any teaching/training programme is correct, neither CMC nor its lecturers or any other staff will accept responsibility for any loss, damage, etc., howsoever arising occasioned by the implementation of such advice. CMC is an equal opportunities training establishment and will not discriminate on the basis of age, gender, race or religion.

CMC reserves the right to vary these Terms and Conditions.

## CANCELLATIONS

Cancellations may be made up to 30 days from date of letter of acknowledgement and a full refund will be made less £125.00+ VAT for administration charges. Cancellations after that date will not be entitled to a refund.



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