



CIM

The Chartered  
Institute of Marketing

# Award in Marketing

## Certificate in Professional Marketing

Informational material



Accredited Study and Exam Centre of  
The Chartered Institute of Marketing

## Contents

The Chartered Institute of Marketing .....	3
questus .....	4
CIM Certification system .....	5
The main benefits of taking part in Marketing program .....	6
Who can become a participant? .....	6
Contents of the Award in Marketing program .....	7
Formula of Marketing program.....	8
CIM examination .....	9
Studying Tutor .....	10
Pricing.....	11
Contact .....	12
Annex .....	13



## Accredited Study Centre

The Chartered Institute of Marketing (CIM) is the biggest organization gathering professional marketers from all over the world. CIM is proud of its over a hundred-year-old tradition and experience, as well as the patronage of the British Crown. One of the crucial areas of CIM's activities are education and professional certification of marketers in 134 countries from all over the world. CIM certificates are a synonym of knowledge, practical marketing competences and professionalism.

Certificate of The Chartered Institute of Marketing means:

- International standards
- Professional competences in marketing
- New business opportunities
- Combination of tradition and experience
- The newest knowledge including trends and innovations
- Prestige and pass to the world of serious business

In Poland The Chartered Institute of Marketing programs have been undergoing for more than 19 years. Over 1000 people completed a CIM program. The certificates delivered by the institution are becoming a crucial criteria in the labour market, as they prove professional knowledge and significant skills.



## questus

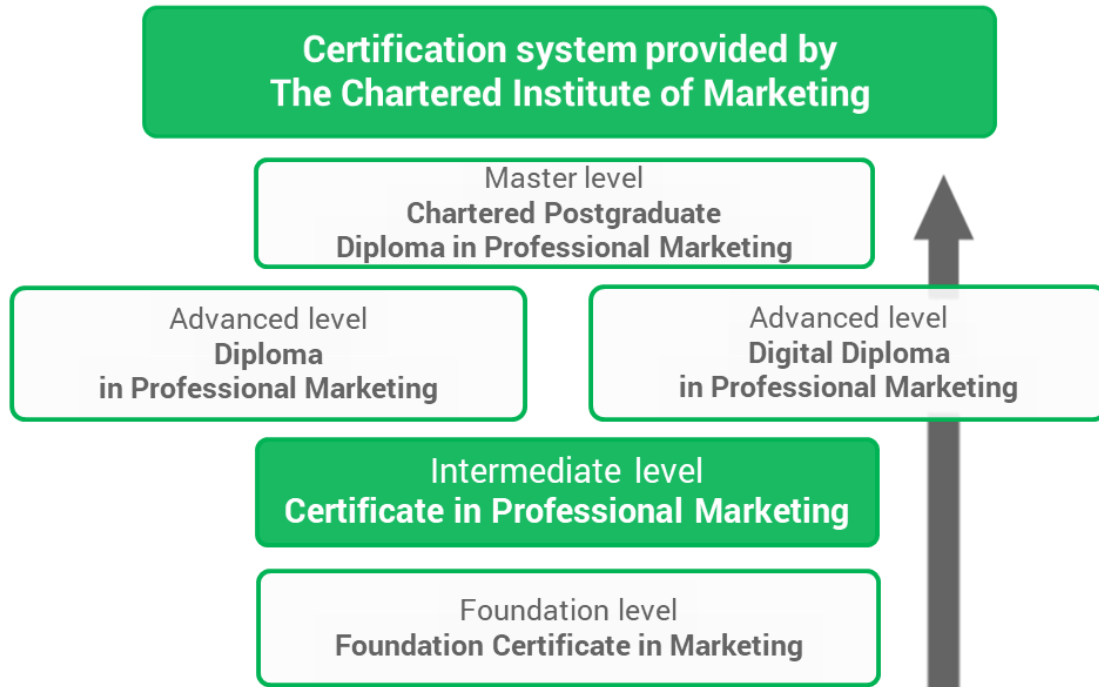
questus is the CIM's Accredited Study and Exam Center. The company conducts programs licenced by The Chartered Institute of Marketing and provides complex preparation for obtaining the international certificate. questus is proud to have one of the highest passing rate of all the CIM's study and exam centers.

### CIM programs in questus mean:

- 15 years of existence
- over 1000 graduates
- relevant criteria on labour market
- the biggest community of marketing specialists in Poland – [questus academy](#)
- over a hundred companies that hire CIM graduates
- one of the highest passing rates in the world
- certified and fully-qualified lecturers with over 19-year CIM experience
- the broadest program of additional values
- hundreds of people recommending CIM programs.



## CIM Certification system



**Award in Marketing** is the first and the most crucial module of the Certificate in Professional Marketing program. It allows a participant to better understand the role and impact of marketing, and how marketing activities can influence customer buying behavior.

Effective marketing is essential for commercial success. This module gives you a unique insight into the latest marketing tools, and shows you how they help you meet your customers' needs.

Discover how to apply these techniques in your own organization, and how by better understanding your customers, their purchasing habits and what motivates them to buy, you can target them more accurately. Learn how external environmental influences affect the planning process, and how to make better decisions using this information.

*The Chartered Institute of Marketing*

## The main benefits of partaking in the Award in Marketing program

Award in Marketing program:

- Gives the participants basic knowledge and skills in marketing and management area on an operational level;
- Allows to understand the role and function of marketing;
- Helps to understand customer behaviour and implement marketing mix to satisfy customer needs;
- Gives the participants basics of marketing research, as well as measuring and monitoring the operations;
- Due to e-learning formula, allows the participants to learn in a chosen time and place;
- Strengthens labour market position of the participants;
- Gives the participants prestigious, recognizable all over the world certificate.

## Who can become a participant?

- People who started working in marketing profession
- People who would like to work in marketing profession
- People who think about changing a job and want to improve their resume
- People working in different than marketing departments
- Owners and directors of small businesses
- Students

as well as

- People with language skills on B1/B2 level

## Contents of the Award in Marketing program

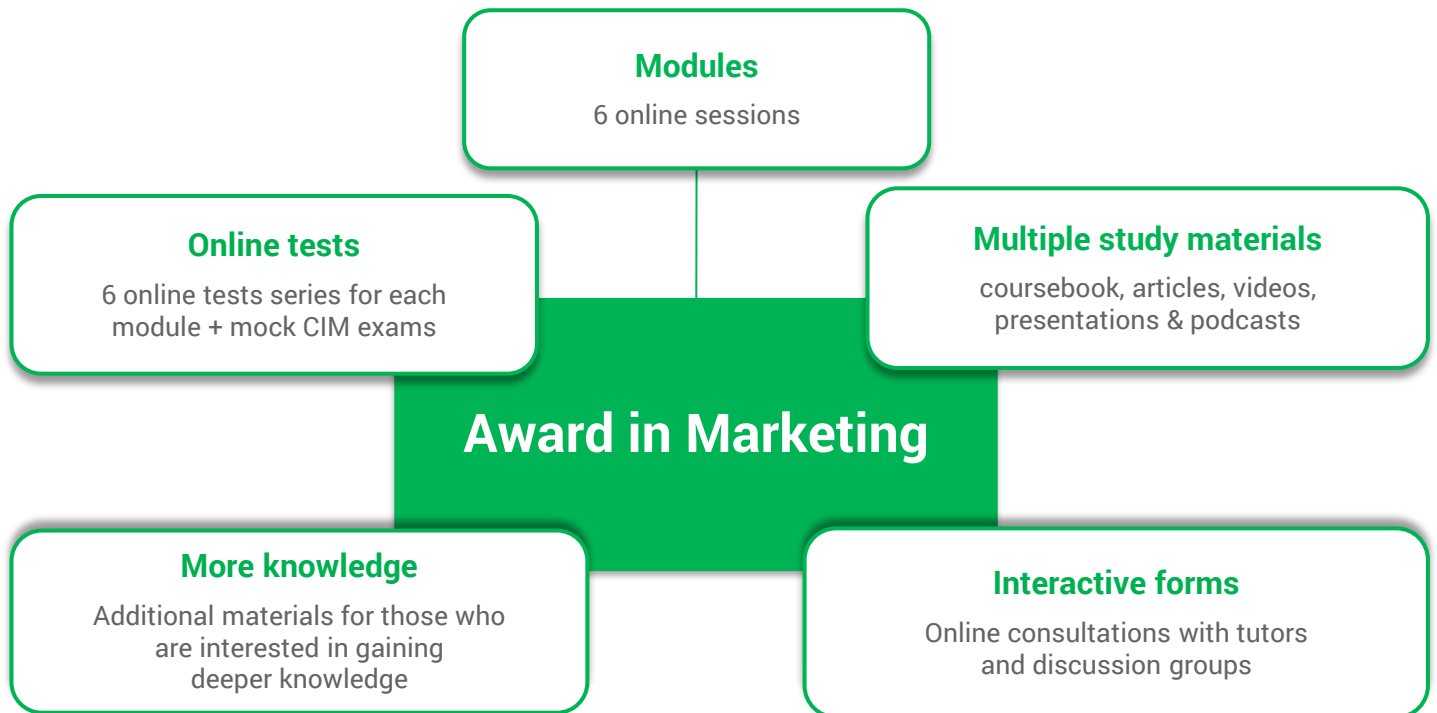
Marketing program gives its participants an insight into marketing concepts and tools along with the knowledge of how these are applied to deliver results. It consists of three main areas:

- **The Marketing Concept**
  - The role and function of marketing
  - Understanding what influences customer and consumer behavior
- **Analysis and Insights**
  - Identifying factors and trends in the marketing environment and how they affect marketing planning
  - Marketing research
- **Marketing Mix**
  - The elements of marketing mix
  - Applying and adapting the marketing mix to satisfy customer needs



Detailed contents can be found in Appendix no. 1.

## Formula of Marketing program



The training program is based on e-learning system via Moodle platform and consists of 6 modules. Each module includes various studying materials such as:

- Video with the lecture
- Podcast
- Presentation
- Transcript of the lecture
- Additional resources (recommended articles & videos)
- Tests to practice

The studying platform resources are complemented by the paper coursebook “Principles of Marketing” by Philip Kotler and Gary Armstrong, given to each participant.



After finishing all six modules, the participant is given three mock exams on the platform to check the knowledge gathered in course partaking. Passing all the exam preparation tests on the platform allows the participant to sign up for the international CIM exam in a chosen exam session (April, July or December).

During each step of partaking in the course the participant has a possibility to **contact the Studying Tutor** and consult the contents presented. There is also **forum** available on the platform.

Additional benefits of partaking in Award in Marketing program are:

- access to CIM's learning materials
- 1-year CIM membership
- membership in questus academy community

## CIM examination

In order to receive the certificate **Award in Marketing**, the participant have to pass the test. The CIM exam is taken offline and requires participant's presence during the test proceeded in Warsaw.

As an additional value participants receive a diploma issued by **questus** – Accredited Study and Exam Center of The Chartered Institute of Marketing, confirming partaking in Marketing program.



## Studying Tutor

### Michał Moneta



Project and content manager in **questus CIM Accredited Study Centre**. He is mostly involved in content creation and management, digital marketing campaigns, social media and managing social development platform Knowledge Garden. He also provides support in training courses planning, recruitment campaigns and web analysis.

He completed **Diploma in Professional Marketing** program (The Chartered Institute of Marketing) and several marketing courses at **IE Business School** (Pricing Strategy, Brand and Product Management, Channel Management and Retailing), **University of California** (The strategy of Content Marketing) and **University of Geneva**. He is also **DIMAQ certified professional marketer** and Google Ads and Google Analytics courses graduate.

He specializes in digital marketing, especially in the content marketing and management area, also interested in analytics and strategic planning. During his professional activity he worked on several content, social media, PPC and e-mail marketing campaigns and worked for companies like Propharma, OLX, Polish-American Management Center and VOX. He is also an author of professional articles in marketing and business area – he wrote for i.e. Nowy Marketing and “Agent nieruchomości” Magazine.

## Pricing

### Participation in Marketing program:

- Marketing program with CIM exam: 3 850 PLN (gross)

### The price includes:

- online studying program:
  - reading materials: coursebooks, articles and more
  - videos
  - tests
  - additional materials and values
- consultations with Tutor
- CIM exam:
  - CIM registration
  - offline test
  - exam materials
- 1-year CIM membership

## Contact

In order to apply for Marketing program or reach any further information, please contact us:

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## Annex no. 1

### Marketing Module – detailed contents

- marketing definition
- the role and function of marketing
- marketing planning process
- the importance of customer's/consumer's buying behaviour
- the key influences on the customer's/consumer's buying process
- the key influences on the business to organisational buying process
- comparison of different types of consumers and B2B buying behaviour
- the principles of market segmentation and how markets are segmented
- the key factors in the macro and micro environment
- the key components of the internal environment
- the impact of macro, micro and internal factors on the marketing planning process
- the key information types
- the differing techniques to collecting primary data
- identifying the relevant sources of secondary information on markets, customers/consumers and competitors
- management and interpretation of information as insights
- the key elements of the marketing mix and the extended marketing mix
- the importance of developing a co-ordinated approach to the marketing mix in differing context
- marketing mix recommendation for products and services
- marketing mix adaptation in changing environmental conditions
- marketing metrics