



Accredited Study Centre

# APPLIED MARKETING

## Intermediate Level

Informational material



Accredited Study and Exam Centre of  
The Chartered Institute of Marketing



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 latest knowledge including trends and innovations
- Prestige and pass to the world of serious business



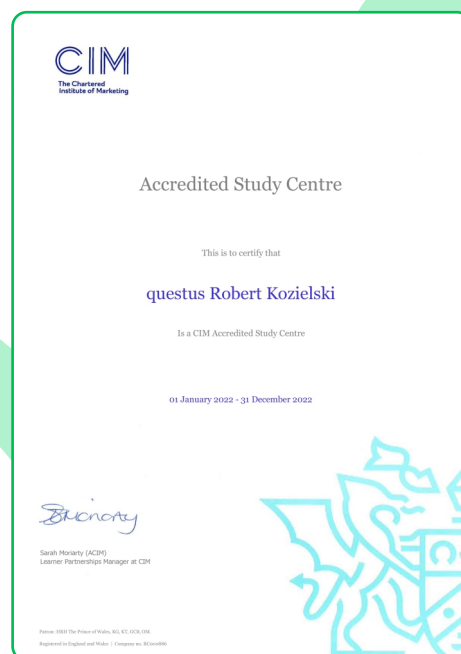
The Chartered  
Institute of Marketing

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 is the only CIM's Accredited Study and Exam Center in Poland. The company conducts programs accredited 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 professional marketers 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

## CERTIFICATION SYSTEM PROVIDED BY THE CHARTERED INSTITUTE OF MARKETING

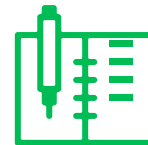
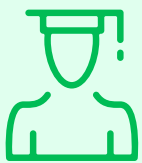
Master level  
**Chartered Postgraduate Diploma in Professional Marketing**

Advanced level  
**Diploma in Professional Marketing**

Advanced level  
**Diploma in Professional Digital Marketing**

Intermediate level  
**Certificate in Professional Marketing**

Foundation level  
**Foundation Certificate in Professional Marketing**



**Applied Marketing** is the program based on 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

What is Applied  
Marketing?

CIM about  
the program

# The main benefits of partaking in the Applied Marketing program

Applied 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

Theoretical knowledge and practical skills

Online learning

International certificate

Middle-level marketers

Starting marketers

Students



# Contents

Applied Marketing program gives the 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
- Understand what influences customer and consumer behavior

## Analysis and Insights

- Identify factors and trends in the marketing environment and how they affect marketing planning
- Marketing research

## Marketing Mix

- The elements of marketing mix
- Apply and adapt the marketing mix to satisfy customer needs

### THE MARKETING CONCEPT



- the role and function of marketing
- customer behaviour

### ANALYSIS AND INSIGHTS



- business environment and marketing planning
- marketing research

### MARKETING MIX



- the elements of marketing mix
- marketing in practice

The Principles  
of marketing  
planning

Business  
environment

Marketing  
research

Basics of  
marketing  
metrics

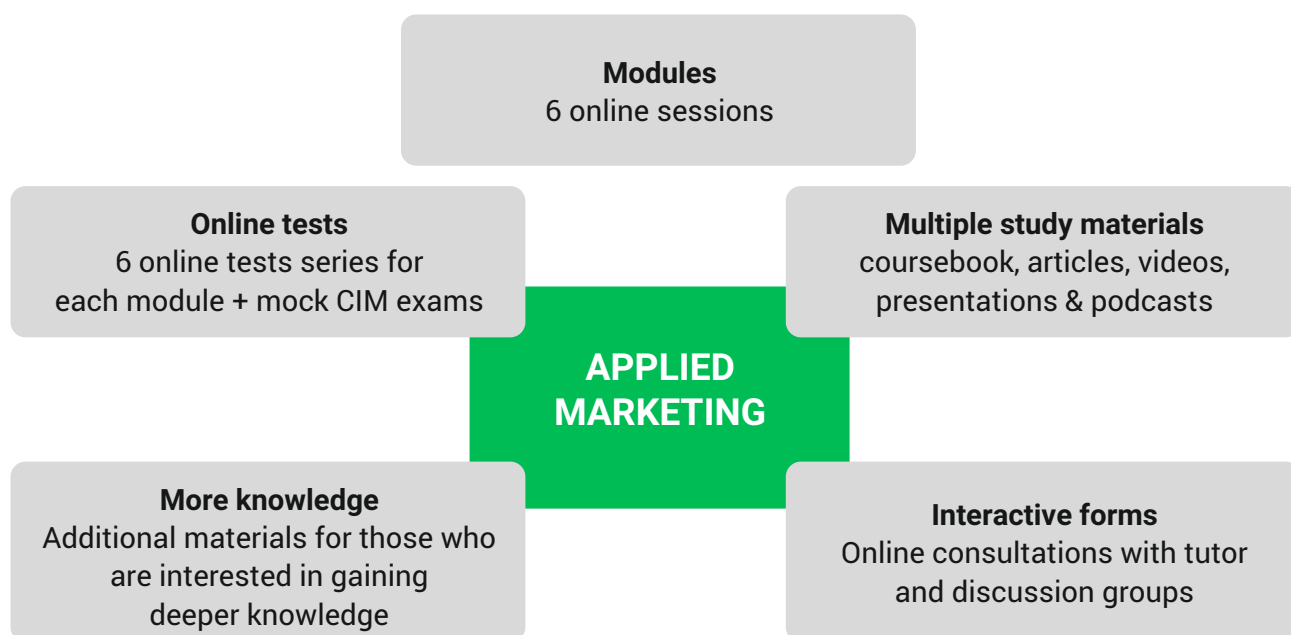
4P & 7P

Adaptation of  
marketing mix

Marketing  
in practice

Detailed contents are to be found in Appendix no. 1.

# Formula of the Applied 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)
- Quizzes

The studying platform resources are complemented by the coursebook.

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 the Applied Marketing program are:

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

Various  
studying  
materials

Studying  
tutor

More benefits



## CIM examination

After finishing all six modules, the participant takes 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**).

In order to receive the **certificate Award in Applied Marketing**, the participant has to pass the test. The CIM exam is taken online. Students are given the following options:

- Sit online at questus venue in Łódź
- Remote proctoring – this option enables students to arrange the examination at a time and place convenient to themselves. There will be an additional remote proctoring charge of 320 PLN.

## Studying Tutor



### DONATA WILCZEWSKA

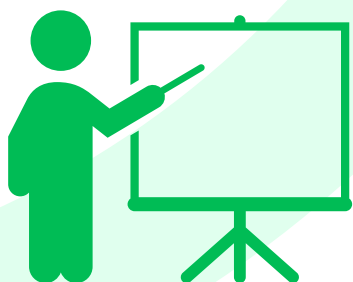
Project manager at questus – CIM Accredited Study & Exam Center – with a track record of over 20 successfully executed projects of various kinds. Content and tools creator in the area of marketing knowledge.

In questus, Donata is responsible for B2B relations and execution of training and consulting projects. She creates tools for knowledge evaluation, conducts training needs recognition research and co-designs personalised marketing programmes. She is also an exam tutor of the Applied Marketing – CIM intermediate course. Donata cooperated with Polpharma, Bayer, ADAMA, Mylan, Orange, Propharma, VOX, Zentiva, Sephora, Tauron, Kompania Piwowarska, RTVEURO AGD, Adamed.

Donata is also content and production manager in the questus marketing podcast channel. She writes articles for questus BLOG and scenarios for the knowledge-based YouTube channel.

Donata completed the Diploma in Professional Marketing – the advanced CIM program – and the Project Management program (International Project Management Association). She holds the Award in Applied Marketing certificate (CIM) and the Certified Project Management Associate title (IPMA). She graduated in journalism and social communication with a specialisation in branding, PR and promotion at the University of Lodz.

In the field of marketing, Donata is primarily interested in marketing research, customer experience and branding. She believes in perfectionism and learning as ongoing life-long processes. In her free time, she enjoys watching good movies and playing the guitar.





# Pricing

## Participation in Applied Marketing:

Participation in Applied Marketing course:

**4 190 PLN**

\* When the remote proctoring chosen, an additional fee of 320 PLN will be added.

## The price includes:

### online studying materials:

lectures in various forms

coursebook

quizzes and mock exams

additional materials and values

### consultations with the Tutor

### CIM exam:

CIM registration

international exam

access to MyCIM resources

### 1-year CIM membership

# Contact

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

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# Annex no. 1

## Applied 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