



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

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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 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.



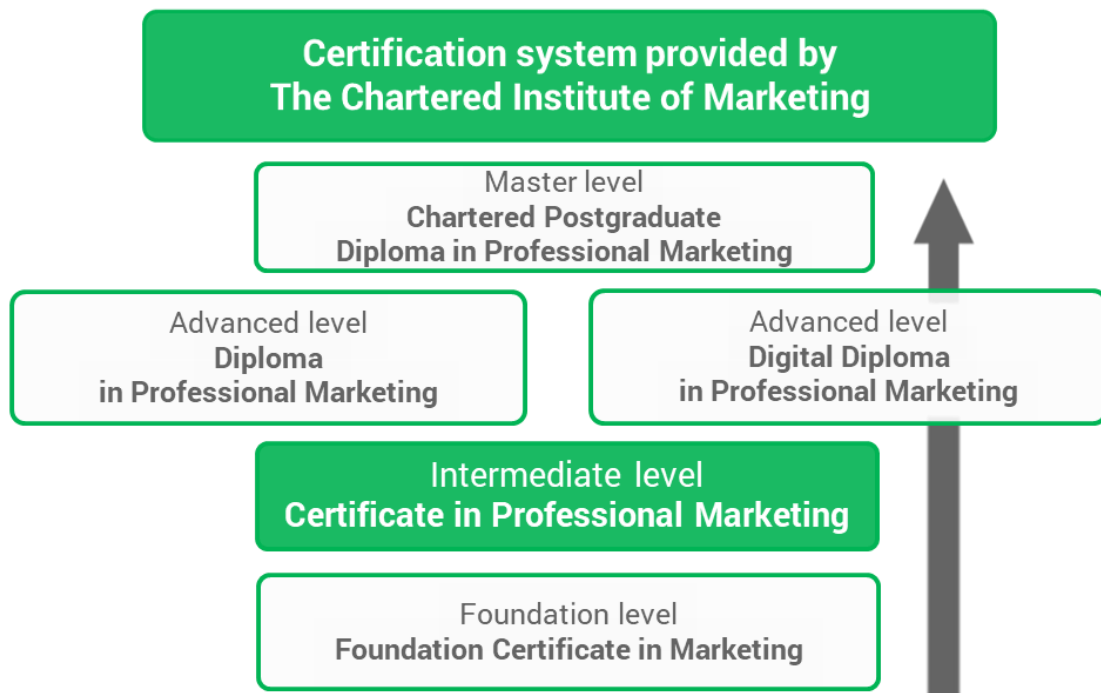
questus

questus is the CIM's Accredited Exam and Study 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:

- over 14 years of existence
- over 1000 graduates
- relevant criteria on labour market
- the biggest community of marketing specialists in Poland – [questus academy](#)
- over 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.





Award in Marketing is one of the modules of Certificate in Professional Marketing program.

What are the main benefits of taking part in Marketing program?

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, it allows the participants to learn in a chosen time;
- Strengthens labour market position of the participants;
- Gives the participants prestigious, recognizable all over the world certificate.

What will I learn during Marketing program?

Marketing program gives its participants an insight into marketing concepts and tools, as well as 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 topics can be found in Annex no. 1.

Formula of Marketing program



The training program is based on e-learning structure via Moodle platform and consists of 6 sessions.

The materials for learning process are:

- coursebooks
- articles and other reading materials
- videos
- tests taken after each session
- exam preparation tests
- consultations with tutor
- networking forum

Additional benefits are:

- access to development platform Knowledge Garden
- bounties for best scores in tests
- access to CIM's learning materials
- 1-year CIM membership

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 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.



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
- People who passed the qualification test with the score of 40% of points.

Pricing

Participation in Marketing program:

- Marketing program with CIM exam: 3 550 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
- 3-month access to social-development platform Knowledge Garden owned by questus

Contact

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

Donata Wilczewska

Project Manager

dwilczewska@questus.pl

Mobile: (+48) 691 366 116

In order to get technical help with e-learning platform or exam schedule, please contact technical support:

Zbigniew Michalski

Tech Support

zmichalski@questus.pl

Mobile: (+48) 601 098 038



Organizacji WiN 83/7
91-811 Łódź, Poland
Phone no.: (+48) 42 662 00 07
www.questus.pl
questus@questus.pl

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