

SPA Professional Academy – Export and Innovation

Course title	CIM Level 3 Foundation Certificate in Professional Marketing – full qualification
Courses description and target audience	A CIM qualification at Level 3 provides you with the essential skills needed to enter the marketing industry and be able to perform professionally in a support level role within the workplace. Perfect for those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 3 Foundation Certificate in Professional Digital Marketing – full qualification
Courses description and target audience	A CIM qualification at Level 3 provides you with the essential skills needed to enter the marketing industry and be able to perform professionally in a support level role within the workplace. Perfect for those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 3 Foundation Certificate in Professional Marketing/Digital Marketing – Marketing Principles module
Courses description and target audience	This module provides an understanding of the key concepts and terminology used in marketing. On completion of the module, you will have a knowledge and understanding of the role and function of marketing within organisations, and the factors that influence consumer behaviour. You will also be able to identify key components of the marketing environment and have an appreciation of how to collect and utilise relevant information about the marketing environment. Perfect for those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 3 Foundation Certificate in Professional Marketing – Communications in Practice module
Courses description and target audience	This module provides an understanding of how communications can be used in practice to engage with customers. On completion of the module, you will have an appreciation of the different customers that an organisation may have and how those customers make buying decisions. You will also have an understanding of the purpose of marketing communications and a knowledge of the range of communications tools available. Perfect for those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 3 Foundation Certificate in Professional Digital Marketing – Digital Fundamentals module
Courses description and target audience	This module provides an introduction to the main aspects of digital marketing. On completion of the module, you will have an appreciation of the impact that digital technology has had on marketing activities and its effect on customers. You will have an understanding of the digital marketing tools available, how those tools can be used and how to develop digital marketing content. Perfect for those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 4 Certificate in Professional Marketing – full qualification
Courses description and target audience	A CIM qualification at Level 4 builds on your tactical marketing skills enabling you to advance your marketing career and perform professionally at an operational level within your marketing department. The go to for marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 4 Certificate in Professional Digital Marketing – full qualification
Courses description and target audience	A CIM qualification at Level 4 builds on your tactical marketing skills enabling you to advance your marketing career and perform professionally at an operational level within your marketing department. The go to for marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 4 Certificate in Professional Marketing/Digital Marketing – Applied Marketing module
Courses description and target audience	In this module, you will learn about the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness. The go to for marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 4 Certificate in Professional Marketing/Digital Marketing – Planning Campaigns module
Courses description and target audience	This module gives you the knowledge and skills to plan and implement successful campaigns that deliver real results for an organisation. You will learn the campaign planning process including how to analyse an organisation's current position. You will also learn how to set campaign objectives, implement a campaign then measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing. The go to for marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 4 Certificate in Professional Marketing – Customer Insights module
Courses description and target audience	Customer loyalty, the customer/user experience and customer insight are the core of achieving optimum satisfaction and retention. This module gives you an understanding of the contemporary customer’s complex needs and wants, their behaviour as consumers and how this sets their expectations. You will learn how to gain the insight required to understand those needs and map the journey to ultimately improve their experience. The go to for marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 4 Certificate in Professional Digital Marketing – Digital Marketing Techniques module
Courses description and target audience	This module focuses on the importance of the ever-evolving, dynamic digital landscape. You will develop skills to improve digital marketing performance and explore the challenges and opportunities within the digital environment. You will also use a range of tools to plan how to enhance an organisation’s effectiveness in the digital age. The go to for marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 6 Diploma in Professional Marketing – full qualification
Courses description and target audience	A CIM qualification at Level 6 develops your strategic marketing skills enabling you progress your marketing career and perform professionally at a management level. For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 6 Diploma in Professional Digital Marketing – full qualification
Courses description and target audience	A CIM qualification at Level 6 develops your strategic marketing skills enabling you progress your marketing career and perform professionally at a management level. For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 6 Diploma in Professional Marketing/Digital Marketing – Marketing and Digital Strategy module
Courses description and target audience	This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks and techniques throughout to achieve competitive advantage. For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 6 Diploma in Professional Marketing– Innovation in Marketing module
Courses description and target audience	This module enables you to take a visionary approach and embed innovation to help your organisation deal with the challenges of a fast-moving marketplace. You will be able to understand the relationship between marketing and innovation and recognise the key factors in building and nurturing innovation within the marketing function. For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 6 Diploma in Professional Marketing– Resource Management module
Courses description and target audience	<p>This module enables you to adopt a strategic approach to the implementation of marketing plans to meet marketing and business objectives. You will be able to deploy a full range of resources to optimise marketing results in an efficient and effective manner. Finally, you will gain the knowledge and skills to manage finances, which are essential in ensuring a return on the marketing investment, made within your organisation.</p> <p>For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.</p>
Delivery method and duration	Online self study or live stream workshops
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Course title	CIM Level 6 Diploma in Professional Marketing– Managing Brands module
Courses description and target audience	<p>This module enables you to take a strategic approach to branding at a product/service level so that it is consistent with the corporate brand and impacts reputation positively. You will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. You will also be able to ensure the success of the brand through adequate resourcing and monitor and maintain the brand in the long term.</p> <p>For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.</p>
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Level 6 Diploma in Professional Digital Marketing – Digital Optimisation module
Courses description and target audience	<p>For many organisations, adopting digital marketing has involved transforming aspects of their practice and application. This module will provide you with an in-depth understanding of the strategic implications of developments in the digital environment, as well as their impact on marketing. This will enable you to integrate and optimise digital marketing as well as develop strategic responses to change. You will also be able to ensure responses are measured to evidence success.</p> <p>For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.</p>
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates

Course title	CIM Diploma in Professional Digital Marketing – The Digital Customer Experience module
Courses description and target audience	<p>Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing you to fulfil customers' strategic needs. It will provide the knowledge and skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey while complying with relevant legislation and regulation.</p> <p>For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. Equivalent level to an undergraduate degree.</p>
Delivery method and duration	Online self study or live stream workshops
Course start dates	On demand for self study, contact for live stream dates