

NEW Professional Certificate in Marketing 2011-2012

Who is the Professional Certificate in Marketing aimed at?

This course (a Level 4 qualification/equivalent to Foundation year on a Degree course) is aimed at those who are working in supporting marketing roles, usually within the marketing function or hold more senior roles, particularly in SMEs, where marketing is only part of what they do. The qualification provides a practical insight into the principles and application of marketing at a tactical level.

The typical profiles of people who might take this qualification could include:

Marketing assistants, co-ordinators, and executives;

Marketing managers in SMEs without formal marketing qualifications

Non-marketers with aspirations for marketing

Existing marketers wanting to become more specialists.

Why TKF

TKF's CIM programme, which is based at Wellawatte, is taught by some of Sri Lanka's best-qualified and experienced marketing lecturers headed by Failan Saleem. This expert team of lecturers has consistently helped students achieve well above the national average exam pass rates. At the TKF building there is extensive and well-equipped access to considerable on-line research and learning resources which includes a PDF library, and where best practice discussions of the best brands is a standard practice, all of which are available to you once you are start studying with us.

Since 2005 TKF has produced 46 Sri Lanka prize winners including a Three World prizes for SMIP and SM, and for the first time in Sri Lanka produced the first 4A's student at the December 2007 exams. The first institute to achieve a 100% pass mark for MPP for two consecutive sessions and a 90% Plus pass marks for assignments beating UK and Sri Lanka .

How long will the course run?

October 2011 to March 2012

January 2012 to June 2012

What are the course fees? (For courses starting Jan2012)

26,000 for certificate course (per module 6500 x 4)

2000 for TKF registration

Are there any additional costs?

Each student will have to pay their own **CIM Annual membership** and **assignment submission fees** (see www.cim.co.uk for latest fees).

Students will be expected to purchase the recommended **text books**. This is not essential as TKF would be providing distilled knowledge through our **work books**.

Additional reading can be borrowed from your local library. CIM membership entitles you to log on to the CIM online library called EBSCO. Details of how to search for articles will be supplied by TKF.

How is the course taught?

We teach using a blended learning package of elessons supported by email and tutorials delivered by experienced CIM lecturers.

The e-lessons are available from www.knowledgefactory.lk

Where do I go next?

Once you have attained the CIM Professional Certificate you can then study with TKF for the CIM Professional Diploma in Marketing using the same convenient approach.

What existing qualifications are required to take the course?

As a minimum, 2 'A' levels ,1 London 'A' level ,are required or any **general** bachelors or masters degree or an equivalent such as:

- CIM Introductory Certificate (Level 2 or 3 versions will be accepted)
- NVQ/SVQ Level 3 in Marketing (equivalent to NQF Level 3)
- NVQ/SVQ Level 4 in any other subject (UK) (equivalent to NQF Level 4 and above)
- International baccalaureate (equivalent to NQF Level 3 and above)

OR

- Successful completion of the Level 4 entry test
- Business and/or marketing experience in a support role

Do I have to take exams or provide coursework?

Each of the units has its own form of assessment and will be assessed as follows:

Unit 1 – Marketing Essentials:

3 hour exam comprising:

- Part A: 10 short answer questions
- Part B: Case study with three questions requiring longer answers

Unit 2 – Assessing the Marketing Environment:

3 hour exam comprising

- Pre seen case material and written analysis of Four A4 pages
- Part A: Five Compulsory short answer tasks
- Part B: Three Compulsory extended answer tasks

Unit 3 – Marketing Information and Research:

Research-based project:

Part A: Core task relating to specific aspects of conducting marketing research

Part B: Varied task based on research and/or information that may or may not relate to Part A

Unit 4 – Stakeholder Marketing:

Work-based project:

Students choose one topic from the two given and then provide information, following company-based research, on the designated tasks.

The success of the assessment associated with each unit will be associated with the award of that unit, but students who wish to be awarded the CIM Professional Certificate, will have to successfully complete all four units.

“I was overjoyed to hear that I have won the world prize for Stake holder marketing assignment in December 2008. It was challenging to sit for a subject in the new syllabus for the first time after introduction. I think I have proved that success comes by hard work and clear, expert guidance. I have won this award because of the excellent direction given by my studycenter-The knowledge factory.

TKF has a unique and friendly environment with interactive lecture sessions. We are permitted to clarify our doubts from the lecturer at any given time & they assist us to achieve to the best of our capabilities.

Studying at TKF is one of the best experiences I’ve had.”

Thank you

Nilakshika Perera

Marketing for Stakeholders

World Prize Winner Dec 2008

Less talk more Work

TKF beats Sri Lanka and UK with the best of the best pass marks for Stage one Assignments

Subject/Country	Sri Lanka	UK	TKF
Marketing Essentials	55.95%	81.83%	77%
Assessing Marketing Environment	43.71%	59.79%	58%
Marketing Information & Research	74.68%	77.12%	92%
Marketing for Stake holders	64.37%	50%	90
Overall Average	57%	75%	79%

Based on CIM Results release sheets

How do I apply?

Contact M Failan Saleem for an Application Form

I have more questions who do I contact?

email failanslm077@gmail.com with any queries and provide a telephone number if you would prefer to speak to our Study Centre

Time Table

Professional Certificate in Marketing	Assessments	Day	Time
Marketing Essentials	E (Full)	Saturday	2.30-4.30
Assessing the Marketing Environment	E (Case Study)	Saturday	5.00-7.30
Marketing Information and Research	A	Sunday	11.00-1.30
Stakeholder Marketing	A	Sunday	2.00-4.30
Professional Diploma in Marketing			
Managing Marketing	A	Saturday	2-4.30
Delivering Customer Value Through Marketing	E (Case Study)	Saturday	5-7.30
Project Management in Marketing	A	Sunday	2-4.30
Marketing Planning Process	A	Sunday	5-7.30
Chartered Postgraduate Diploma in Marketing			
Marketing Leadership & Planning	A	Friday	6-8.30
Analysis & Decision	E (Case Study)	Sunday	11.30-1.30
Emerging Themes	A	Sunday	2.15-4.15
Managing Corporate Reputation	A	Sunday	4.45-7.15

Fee Schedule

Stage	Number of Subjects	Tuition Fee per Subject in LKR
Professional Certificate in Marketing	One	8000
	Two	16,000
	Three	22,000
	Four	26,000
Professional Diploma in Marketing	One	10,000
	Two	18,000
	Three	24,000
	Four	30,000
Chartered Postgraduate Diploma in Marketing	One	10,000
	Two	18,000
	Three	24,000
	Four	30,000