

Chartered Postgraduate Diploma in Marketing Guernsey & Jersey - Starting 13 August 2012



Course Length: 13 months

This qualification is a challenging, high-level two part marketing qualification that demonstrates specialist professional knowledge across many areas and a route to Chartered Marketer status.

The qualification aims to enable marketers to champion the customer experience and exert a strong influence on the organisation to adopt a customer orientation, contribute along with other directors and senior managers to its competitive strategy, align the organisation's activities to the customer, and manage the organisation's marketing activities.

This qualification is aimed at marketers who have already gained a significant level of knowledge and/or experience of marketing. The focus is on the strategic aspects of marketing management and is ideal for Marketers working at a strategic level or aspiring to do so.

Date: Starting 13 August 2012

Time: 9:00am - 5:00pm

Venue: GTA St. Peter Port House

Tutors: David Vosper, Katherine Mutter & Suzanne Cole

Cost: TBA

CPD: 119 points/hours

This course will cover:

- Analysis & Decision:
13 & 14 September 2012
28 - 30 November 2012
30 January - 1 February 2013
- Emerging Themes:
11 & 12 October 2012
- Marketing Leadership & Planning:
14 & 15 March 2013
11 & 12 April 2013
- Managing Corporate Regulation:
12 - 14 June 2013

An exciting new model of delivery combines face to face tuition with online virtual learning tutorials, unique to CIM/GTA courses.

Benefits include:

- 2 days face-to-face tuition with CIM tutors per module plus revision day for examined modules
- CIM membership and all assessment fees
- Online interactive tutorials - unique to CIM/GTA

- Online tutorial support
- 20% discount on books
- On island delivery (dependent on make up of cohort)

Entry Criteria:

Delegates should possess any of the following:

- A CIM Professional Certificate in Marketing
- A degree from a CIM approved university
- Three years experience (one at managerial level)

Booking Form

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Delegate Details:

Delegate Name: Mr/Mrs/Miss/Ms

Organisation:

Contact address in full:

Invoice details if different than above:

Email:

Postcode:

Work Tel:

Mobile: In case we need to contact you outside of office hours

HR contact details:

Objectives for the course

In association with your line manager, please identify 3 key objectives you have in attending the course. These objectives should cover knowledge, skills and attitudes.

- 1.
- 2.
- 3.

I have read the terms and conditions below and enclose a cheque for £..... made payable to the GTA University Centre. *Please quote the course name and date in all correspondence.*

Signed: _____ Date: _____

If you do not wish to receive further information on GTA courses, please tick this box.

SE/387/8000

REGISTRATION: Please complete this registration form and return it to the address below, quoting the course name and date in all correspondence. You will receive a letter of confirmation in advance of the course, if you do not receive one, please let us know.

PAYMENT: Payment can be made by cheque payable to GTA University Centre, or online at the time of booking, or by BACS.

CANCELLATIONS: All cancellations must be made in writing. A fee of 100% will be levied in respect of any cancellation made less than 14 days prior to the commencement of the course. A fee of 50% will be levied for cancellations made between 21 and 14 days prior to commencement. A substitute delegate can be named at any time.

SPECIAL ARRANGEMENTS: If you have a disability and require special arrangements, please inform the GTA at the time of registration.