



# Oxford College of Marketing Prospectus 2010/11

Part-time evenings, blended learning weekends  
and on-line distance learning

**OXFORD**  

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**COLLEGE OF MARKETING**  
Your Marketing Training Partner

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**Oxford College of Marketing**

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## The springboard you need to make your mark in marketing



## Who we are

Oxford College of Marketing specialises in marketing education, marketing management training, marketing skills development and bespoke consultancy. We exist to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. We do this by providing training to marketing professionals around the world. Our lecturers, in addition to being amply qualified academically, have the practical skills of hands-on marketers.

Since our founding in 1997, we have grown into one of the largest international CIM centres for marketing study. We are now one of the UK's top 5 providers of CIM courses. We are an independent college, with courses delivered on the premises of Oxford Brookes University, Sheffield Hallam University, Liverpool Hope University College, the University of Reading, the University of Brighton, the University of Westminster, West London College and Bucks New University (High Wycombe and Uxbridge). In addition we run courses at Croydon, Gatwick, Milton Keynes and Birmingham. We are also leaders in on-line Distance Learning via our unique virtual campus Blackboard.

The Oxford College of Marketing delivers The Chartered Institute of Marketing professional courses, which are recognised as the most influential and effective programmes in marketing training. First-rate tuition, consistently high pass rates, and superb student support are among our distinctive characteristics.

### Our approach

We treat you as a professional colleague. We will give you unrivalled support throughout your time studying with us, and take care to build a long-term personal relationship with you on which you can continue to depend as you progress through your career.

### Our values

We regard ourselves as your Marketing Training Partner. This commitment to developing relationships is reflected in our mission statement:

For marketers to aspire to the qualifications we teach; for employers to be assured that marketers trained by us are worth their weight in gold; and for employees to feel proud that they are delivering the Oxford College of Marketing brand values.

- **Quality** - of service, tuition, support - and results!
- **Openness** - of knowledge, skills and experience
- **Respect** - for all as marketing training partners
- **Equality** - for all partners, because everyone has something to contribute and learning is about sharing
- **Flexibility of studying options** - so we can offer the programme that suits your life-style

The frameworks of thinking to transform the way you work



## Studying for Chartered Institute of Marketing qualifications

The Chartered Institute of Marketing is the leading international professional marketing body with some 45,000 members worldwide. First established in 1911 it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world.

Achieving the qualifications and membership of the CIM is the crucial step on your career ladder in marketing.

Marketing is regarded as an integrating element in business that focuses the energy of an organisation towards meeting customer needs, creating shareholder value, increasing brand equity and growing the long-term profits of the business. Knowledge of marketing will enable you to take an operational and strategic view of your organisation so you can play your part in sustaining its long-term competitor advantage.

- **Introductory Certificate in Marketing**
- **Professional Certificate in Marketing**
- **Professional Diploma in Marketing**
- **Professional Postgraduate Diploma in Marketing**
- **Chartered Postgraduate Diploma in Marketing**

### How are CAM and CIM related?

In 2000 the CAM Foundation formed an alliance with The Chartered Institute of Marketing and since then CAM qualifications have been managed and awarded by the Institute. All students studying for a CAM qualification must retain CIM membership for the duration of their studies. In simple terms, CAM is treated as a part of the Institute which delivers marketing communications focused qualifications, yet the CAM Foundation remains a separate entity with its own Board of Trustees.

The CAM Diplomas are tailored to the marketing communication needs of modern business.

- **Diploma in Marketing Communications**
- **Diploma in Digital Marketing**
- **Diploma in Managing Digital Media**

## The crucial questions to ask

## Why should I choose Oxford College of Marketing?

### Here are just some of the reasons:

- We are one of the very few colleges that have been selected by CIM and CAM to offer all levels of their syllabus.
- We are one of the top providers of CIM and CAM courses in the UK, Europe and globally. We use the latest technology to support our teaching - the very best Web2 provided by Blackboard and videos by Oxford Learning Lab ([www.oxlearn.com](http://www.oxlearn.com)).

- Very high pass rates - considerably higher than the CIM average

Exam	College pass rate
June 07	89%
Dec 07	82%
June 08	87%
Dec 08	84.5%
June 09	84%

- **Global prize winner for Strategic Marketing Decisions 2009 Professional Postgraduate Diploma** Lauren McPeak

- **Global prize winner for Managing Marketing in Practice 2008 Professional Diploma** Anna Johnson

- **Global prize winner for Managing Marketing Performance 2007 Professional Postgraduate Diploma** Laura Horncastle

- Control over the way you learn via Blackboard, our virtual campus, which offers a comprehensive on-line student learning system with fully documented courses
- Variety of study options to suit your lifestyle
- Superb tutor and college support at all times
- Intensive support from a personal tutor for all assignments and project work
- Variety of tutors - all with substantial real marketing experience
- Homework regularly set and marked, providing you with plenty of practice opportunities before the assessments
- Revision sessions and mock exams for exam students
- The opportunity to come to class until you pass
- A Graduate Foundation course that will help you save time and money so you may be able to enter at a higher level.





## What is the best way for me to study?

This decision should never be made lightly. When choosing us as your training partner you need to think about:

- **How to study**

We offer part-time evening courses, Intensive weekend courses and Distance Learning courses. As leaders in web-based learning, we offer the highest quality teaching wherever you are in the world, via our virtual campus, Blackboard.

- **Where to study**

The crucial decision is to find the venue that offers the kind of course that best suits you, which may not be the nearest. Our part-time and weekend students typically come from within a 30 - 40 mile radius, and distance learning from all over the world. Please refer to the timetables for campus locations.

- **Who will teach me?**

Our lecturers are superbly qualified marketing practitioners and deliver exceptional pass rates. Find out about some of them in our Staff Profiles section.

- **Type of Assessment**

There is no choice on the method of assessment, this is determined by CIM and are a combination of exam, case study exam and assignments.

- **Amount of support**

Homework is set and marked regularly, with ongoing guidance to help you pass. You can rely on support right up to the examinations, and can be assured of unrivalled assignment support by your personal tutor. For ad hoc queries you are able to contact our support line.

Even if you do not want to take the exams or do the assignments in order to achieve your qualifications, the courses are invaluable. The frameworks of thinking they provide can transform the way you understand what you do at work.



## What else does Oxford College of Marketing do?

We use our knowledge, experience and relationships to offer the following additional services. Please ask us for details on any of the following:

- In-company training programmes
- One day marketing courses
- Marketing Management of in-house projects
- Personal coaching
- Marketing recruitment service through OXCOM Recruitment Services
- Consultancy

### Short courses

We offer a wide range of short courses, open to anyone interested in developing their marketing skills in such areas as Successful Copywriting, Developing Your Marketing Strategy, On-Line Marketing, Marketing Planning, Search Engine Marketing and Selling Skills for Marketers. For details of all the courses available, please visit

[www.oxfordcollegeofmarketing.com/training-diary.html](http://www.oxfordcollegeofmarketing.com/training-diary.html)

## Consultancy Case Study: Cisco Systems

One of our consultants has been working on a long-term project as part of the team at global networking leaders Cisco Systems. The brief has been to develop and deliver a training and development framework for the marketing teams across European and Emerging Market theatres. This has included working with marketing managers in diverse locations to identify common training needs across the marketing community; designing a training and development curriculum to meet those requirements; sourcing and providing relevant training courses; promoting the programmes internally to encourage take up as well as aligning European and Emerging markets training with the Cisco global frameworks.



## What our students say about us

I learned more in one session with Oxford College of Marketing than I did the whole term at Business School.

Andrew Cooper, REL Field Marketing

With all my work commitments I'm convinced that I wouldn't have passed the exams, or more importantly learned as much as I have, had I elected to study with an alternative organisation.

Steve Jones, Renishaw plc

The lecturers had experience in the real world, beyond academia, and the more they were able to draw on this the better it was for us. Thanks for a thoroughly enjoyable course!

Catherine Browne, Capital Radio Group

I found the administration and application process straight-forward and efficient.

Pippa Fothergill, Telewest

Blackboard, the on-line student learning system, is fantastic! It enabled me to work whenever it suited me, and provided all the supporting documents I needed in one place. The course really put me ahead of the competition - a great investment.

Julie Walls, Thames Water

Everyone gave me unfailing help and support during my assignment. Having sat another assignment module with another college, I can say that the tutor method used by you is far superior.

Anna Trett, Abacus





## A suitable qualification for every stage of your career

## Let us answer some of the questions we think you might have:

### What CIM/CAM courses does Oxford College of Marketing offer?

Whatever stage you have reached in your career, there is a CIM qualification that meets your needs. The course modules are vertically integrated and act as foundations on which to build your knowledge.

We offer the following courses:

- **Introductory Certificate in Marketing**
- **Professional Certificate in Marketing**
- **Professional Diploma in Marketing**
- **Professional Postgraduate Diploma in Marketing**
- **Chartered Postgraduate Diploma in Marketing**
- **Diploma in Marketing Communications**
- **Diploma in Digital Marketing**
- **Diploma in Managing Digital Media**
- **A Graduate Foundation course that will help you save time and money so you may be able to enter at a higher level.**

These qualifications will entitle you to access a wide range of MA and MSc Programmes to further progress your career.

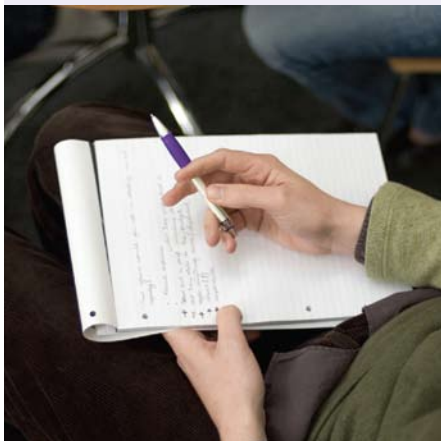
### How do I know which level is right for me?

#### These are the general guidelines:

- The Chartered Institute of Marketing (CIM) periodically reviews its qualifications to ensure that they are relevant to marketers' needs and the requirements of business. Over the years the core theories of marketing have changed very little, whereas, the role of marketing in business has changed quite a lot. This is largely due to technology, but also because the practice of marketing is impacting on a larger range of stakeholders and areas of the business.
- The most recent review has resulted in a revised structure and updated content for all of the modules. The Introductory Certificate and Professional Certificate in Marketing were reviewed and in 2008 a new syllabus was introduced.
- The Professional Diploma and Professional Postgraduate Diploma were reviewed by CIM in 2009 and a NEW syllabus was introduced in September 2009, along with a new Chartered Post Graduate Diploma in Marketing qualification. These changes have brought about a change in the academic requirements that are needed to enter at the various levels.

#### **Introductory Certificate in Marketing**

If you are completely new to marketing and have no formal qualifications of any kind, this may be your way in. This is a simple course which can be done in six months. It can be used to progress to the Professional Certificate in Marketing, then to the Professional Diploma in Marketing and ultimately the Professional Postgraduate In Marketing and Chartered Marketer Status. You can then go on to do an MA or MSc in Marketing, or an MBA.





### **Introductory Certificate in Marketing entry requirements:**

This is an open access qualification – no qualifications or marketing experience are required. However, some work experience would be advantageous.

### **Why study at this level?**

- gaining this qualification will begin to open doors that seemed impossible before
- it is your first step on the pathway to a successful career in marketing
- understanding the basic marketing tools will add value to your job
- studying while working will maximise your professional development.

### **Professional Certificate in Marketing**

This is a level 4 qualification for those who want to prepare themselves for a marketing position.

### **Professional Certificate in Marketing entry requirements:**

- CIM Level 3 qualification
- A minimum of 2-3 'A' Levels (A-C), or an equivalent determined by CIM
- NVQ/SVQ Level 2 in Marketing
- NVQ/SVQ Level 3 in any other subject (UK)
- Some commercial experience in a supporting marketing role with some input to tactical marketing activities
- Other appropriate qualifications approved by CIM.

### **Typical profile of a student taking this course:**

Marketing assistants, marketing co-ordinators, junior marketing executives, marketing managers in SME's without formal qualifications, non-marketers with aspirations for marketing and existing marketers wanting to become more specialist.

### **Professional Diploma in Marketing**

This is a level 6 qualification for those working in marketing positions.

- for students who achieve the Professional Certificate and wish to go on to establish a marketing career
- for graduates who have completed degrees with at least 120 credits in marketing (masters degrees need to have at least 60 credits in marketing)
- for graduates who are working in a marketing management role that has provided the potential student with knowledge and competence equivalent to the learning outcomes of the CIM Professional Certificate in Marketing and is sufficient to pass the Entry Test to Level 6.

### **Typical profile of a student taking this course:**

Operational marketers, departmental managers, functional managers, product/brand managers, account managers, agency managers, marketing executives and business development managers.



### Chartered Postgraduate Diploma in Marketing

The Professional Postgraduate Diploma in Marketing and the Chartered Postgraduate Diploma in Marketing are the two stages on the road to Chartered status. This is a level 7 qualification for those working in senior marketing positions.

#### Professional Postgraduate Diploma in Marketing entry requirements:

- CIM Professional Diploma in Marketing (either the 2004 or 2009 syllabus) or the CIM Advanced Certificate in Marketing

#### OR

- A business or marketing Bachelors or Masters degree (or an equivalent qualification) where a minimum of half the credits come from marketing (ie 180 credits in Bachelor degrees and 90 credits in Masters degrees)

#### AND

- A range of experience working at Senior Marketing Management level that has provided potential students with the ability to demonstrate that they can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and pass the entry test to Level 7.

#### Typical profile of a student taking this course:

- Middle/Senior managers working in marketing, eg Marketing Managers, Business Development Managers, Strategic Marketing or Brand Managers
- Professional Diploma students or business/marketing graduates with significant experience of managing marketing resources.

#### Chartered Postgraduate Diploma in Marketing (2009 syllabus):

- CIM Professional Postgraduate Diploma in Marketing

#### AND

- A range of experience working at Senior Marketing Management level that has provided potential students with the ability to demonstrate competence in managing marketing resources, and contribute to business decisions from a marketing perspective

#### ADDITIONALLY

- Students should be in a position (preferably working) to plan, agree and implement a work-based project that is relevant to their business context.

### Speed up your entry level and save money and time...

**It may be possible on the basis of work experience, and/or qualifications, to enter at the higher levels. We will be happy to make an assessment of your entry level, according to supporting evidence you can provide, and will help you with your application. Oxford College of Marketing will try to help students with marketing experience (but no marketing in their degree) to gain entry to a higher level of study, by doing:**

#### The Graduate Foundation Programme

If you are a little rusty on theory, you may wish to enrol on the Graduate Foundation Programme. This course will help you to revise basic marketing theory covered in the lower level courses. This material is available to all students who apply for the Professional Diploma and the Professional Postgraduate Diploma in Marketing and will help you to prepare for the CIM level entry tests. The test, along with advice from the college, should help you to decide your level of entry. Intensive Weekends and Distance Learning material covering the basic theory will also be held throughout the year. Please email Jane Young at [janey@oxfordcollegeofmarketing.ac.uk](mailto:janey@oxfordcollegeofmarketing.ac.uk) for details.



### How would I progress through the different levels?

Once you have passed the exam/assignment for each module, you hold this pass in credit. You need to pass each of the 4 modules per stage in order to gain the award. If you have passed a minimum of 2 modules, you can start your studies for the next stage up and re-sit the remaining 2 modules from the lower stage alongside the assessments being held for the next level of qualifications. This approach will ensure you can progress quickly through the CIM qualification route.

### What does each of the courses cover?

#### **Introductory Certificate in Marketing (2 modules)**

There are two modules of study:

##### **What is Marketing?**

##### **Understanding Customer Relationships**

By the end of the course you should know how to:

- begin to identify how marketing contributes to the success of an organisation
- understand the environment and the key differences in the marketing mix and apply a basic knowledge of the building blocks that make up the marketing tools
- identify best practice in different types of organisations.

You will also be able to demonstrate a working knowledge of the different types of customer relationships (internal and external) and how to manage them.

#### **Professional Certificate in Marketing (4 modules)**

##### **1. Marketing Essentials**

Here you will begin to understand the frameworks of thinking that underpin the construction of a marketing plan and start to appreciate the importance of the marketing mix. Attention is also paid to the impact of new technologies on marketing practice and basic aspects of buyer behaviour.

##### **2. Assessing the Marketing Environment**

Here you are primarily concerned with examining and understanding the external environments and their impact on organisations, and the role of the marketer. Successfully identifying and anticipating customer requirements are only possible if the organisation fully appreciates the changing nature of its inter-relationships with these various environments.

##### **3. Marketing Information and Research**

This module is designed to enable you to recognise the importance of collecting relevant data and to use it to improve the marketing mix. Understanding, developing and maintaining data bases is part of this.

##### **4. Stakeholder Marketing**

In this module you will learn the importance of building relationships with relevant stakeholders so that you can develop relationships inside and outside the organisation. Emphasis is paid on the communications needed to support these relationships.



### Professional Diploma in Marketing (4 modules)

If you are familiar with the 2003 syllabus and have not completed it, you will need to take an equivalent module from the new syllabus.

#### Topic 2003 syllabus

Marketing Planning  
Marketing Communications  
  
Managing Marketing in Practice  
Marketing Research and Information

#### Replacement 2009 syllabus

The Marketing Planning Process  
Delivering Customer Value through Marketing  
Managing Marketing  
Project Management in Marketing

### The Marketing Planning Process

Assessment will require you to complete a work based assignment involving the preparation of a marketing plan.

This unit is designed to provide a detailed understanding of marketing planning, including the synergistic planning process and its links with the delivery of marketing strategy. It also considers a thorough assessment of the dynamic and complete nature of the marketing environment and its impact on developing marketing plans to achieve strategic outcomes and competitive advantage in the market place.

The strategic context of marketing planning is set against a background of external drivers, such as new digital technologies, global and international issues, sustainability, credit crunch and other such challenges along with a resource-based view of the organisation. Students should be able to apply their skills to a variety of organisational contexts and sectors such as B2B, B2C, Third Sector, Not-for-profit and international, and to account for their varying goals when developing marketing plans.

### Delivering Customer Value through Marketing

Assessment is a three hour exam based on pre-seen case material. This unit's primary focus is the development and execution of marketing activities that have been designed to achieve customer satisfaction and meet organisational objectives, through effective marketing mix strategies. It will include the development of the product portfolio, managing marketing channels, managing the communication mix and managing the service expectations of customers within the context of both domestic and international markets.

### Managing Marketing

Assessment is a work based assignment. The focus of this unit is about developing the marketer as manager, including giving them the knowledge and understanding required to develop and manage the marketing infrastructure and the organisation's talent development, capability and capacity. This includes developing effective quality systems and processes to support compliance and approaches to measuring and monitoring marketing activities. The unit will also include developing and managing marketing teams, and understanding how to manage the financial aspects of the marketing function.



### **Project Management in Marketing**

Assessment will be a work based project requiring an in-depth study of a specific and focused area of business activity. This unit will focus on the proactive development and delivery of a justified management process to support the initiation, implementation and control of marketing projects, including the use of research and information and preparing proposals and briefs to identify needs comprehensively.

It will include an in-depth view of project management. By the end of this unit students should be able to develop an effective business case within different organisational contexts and justify their project proposals in terms of fit with the marketing strategy, evaluation of risk and the effective use of organisational capacity and capability.

### **Chartered Postgraduate Diploma in Marketing (5 modules)**

There are two courses, one is Stage 1 and called the Professional Postgraduate Diploma in Marketing and the other is Stage 2 of the Chartered Postgraduate Diploma in Marketing. They are quite different from each other, although the CIM refers to them as being two stages on the road to Chartered status.

### **Emerging Themes**

This module will help students relate their learning to the macro-, micro- and meso-environment (contemporary business issues, marketing professionalism and standards). Assessment is by writing a journal article on one of the themes, plus a discussion paper examining the impact on their business and industry in the future.

### **Analysis and Decision**

This unit prepares students to undertake a strategic audit of the organisation in order to assess its ability to deliver its business and marketing strategy, and to make strategic choices and decisions based on that audit within the context of a dynamic global market place. The unit focuses on the tools for strategic decision-making of this type, including financial and risk analysis for each decision. It embraces the 2004 syllabus that covered Analysis and Evaluation, Strategic Marketing Decisions and the Case study courses. Assessment is by pre-seen case study.

### **Marketing Leadership and Planning**

The purpose of this unit is to develop the skills to evaluate options, make strategic decisions and develop strategic plans based on a clear understanding of the organisation's need for change and how best to manage it, providing clear and strong leadership. Assessment is by integrative work based project encompassing a number of mandatory tasks needing leadership in given scenarios.



### **Managing Corporate Reputation**

This module looks at the strategic role of marketing communications. It is concerned with the nature, characteristics, creation and management of reputation. This includes corporate brand and corporate positioning. Assessment is a work-related assignment with one compulsory task and one from three electives. The elective will involve writing articles, case studies, white papers and reports.

### **Transitional arrangements**

If you are a student caught in the transition between the 2004 syllabus and the 2009 syllabus for the Professional Post Graduate Diploma in Marketing, you will need to move on to the 2009 syllabus and take additional modules.

### **The rules are as follows:**

1. If you have done any ONE of the 2003 syllabus and the case study you will need to do:

- Emerging Themes
- Market Leadership and Planning
- Managing Corporate Reputation

2. If you have done any TWO of the 2003 syllabus BUT NOT the case study you will need to do:

- Emerging Themes
- Analysis and Decision
  - Managing Corporate Reputation

3. If you have done any THREE of the 2003 syllabus you will need to do:

- Emerging Themes
- Managing Corporate Reputation

### **Chartered Postgraduate Diploma in Marketing Stage 2**

Stage 2 of the Chartered Postgraduate Diploma in Marketing is a transformational leadership development programme assessed by means of a contemporary marketing-focused, work based project. Students will be assigned a personal coach who will support them as they develop the leadership and personal skills required to move into a significant and strategic role in their organisation.



### **Diploma in Marketing Communications**

The aim of the CAM Diploma syllabus is to provide an in-depth understanding of the principal methods of communication used by organisations in the achievement of their business objectives. The examinations and assignments are designed to assess your knowledge of these communication methods as well as your ability to apply and interpret knowledge. The CAM Diploma is made up of five separate modules:

#### **Marketing and Consumer Behaviour (double unit)**

This unit aims to provide you with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations. The unit explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to marketing communications. Assessment is by assignment.

#### **Public Relations**

This unit aims to provide you with an awareness of the role of public relations in relation to the many different publics with which an organisation is concerned and provide an understanding of all means of communication by which those publics can be reached. This unit will also provide knowledge of the organisational and professional context in which people working full-time in public relations operate. Assessment is by exams.

#### **Direct Marketing and Sales Promotion**

This unit aims to provide you with an understanding of the disciplines and techniques of direct marketing and sales promotion at an operational level, including the knowledge and the skills to apply database and other digital technologies in the development of direct marketing and sales promotion campaigns within legal and regulatory constraints. The nature and scope of sales promotion is defined as including merchandising, field marketing and point of sale promotion. The role of all of these disciplines within the marketing function is explored. Assessment is by exams.

#### **Advertising**

This unit aims to provide you with a knowledge and understanding of the function of advertising within the marketing mix, communications mix and society. This unit also aims to ensure that knowledge and understanding of the process of advertising, advertising planning and measuring effectiveness are in place. Assessment is by exams.

#### **Integrated Media**

This unit aims to provide you with a knowledge and understanding of the function of different media within the marketing mix and communications mix. This unit also aims to ensure that knowledge and understanding of the process of media selection, planning and measuring effectiveness are in place. Assessment is by assignment.

### **Diploma in Digital Marketing**

This dynamic qualification will provide you with knowledge underpinning the principles of digital marketing and skills to undertake digital marketing planning. The qualification covers Search Engine Optimisation (SEO), Pay Per Click (PPC), types of online advertising, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, legislation, regulation and codes of practice.

You will have the opportunity to gain skills and knowledge to understand the fundamental planning concepts for an online organisation as well as key factors in implementation, measurement and evaluation of successful campaigns. Digital marketing has evolved from a peripheral element of organisational marketing to one which is at the hub of customer-centric communications in an increasingly multi channel environment. Our qualifications will ensure that you are equipped to deal with this shift and make the most of the new business opportunities on offer.

In addition, you will study the similarities and differences covering the mix elements in traditional and digital marketing, along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security.

### **Digital Marketing Essentials**

**Completing the module alone gives students the CAM Award for Digital Marketing Essentials.** This unit aims to provide candidates with the skills and knowledge necessary for digital marketing within organisations. The four sections are: Digital Tools, Planning, Implementing and monitoring. Teaching and assessment covers SEO, PPC, ad types, email marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics in the form of VOC, A/B Tests and Usability studies. Legislations, regulations and codes of practice are examined. Assessment is by assignment.

### **Digital Marketing Planning**

**Completing this module alone gives delegates the CAM Award for Digital Marketing Planning.** The unit aims to provide programme members with the skills and knowledge to understand the fundamental planning concepts for an online organisation together with key factors in implementation, measurement and evaluation of successful campaigns. Digital marketing has evolved from a peripheral element of organisational marketing to one which is at the hub of customer-centric communications in an increasingly multi-channel environment (e.g Mobile).

The unit will consider a range of environmental factors both internal and external (e.g. Legal) that will shape and influence the digital marketing planning process. Various e-business models will be explored. In addition, similarities and differences covering the mix elements in traditional and digital marketing will be addressed along with issues such as relationship marketing, permission and consumer concerns around privacy, trust and security. Assessment is by assignment.

### **Marketing & Consumer Behaviour (double unit)**

**Exemptions:** Students who have the CAM Diploma in Marketing Communications and the CIM Professional Certificate or Diploma in Marketing or the Professional Post Graduate Diploma in Marketing Students who have completed the Marketing and Consumer Behaviour unit as part of their CAM Diploma in Marketing Communications course.

This unit aims to provide you with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations. The unit explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to marketing communications. Assessment is by assignment.

### **Diploma in Managing Digital Media**

Media planning has become increasingly difficult in recent years. There has been an explosion of the ways in which consumers are contacted both digitally and through conventional media such as print, radio and television. Convergence of media creates new problems and opportunities for brands.

This new and exciting qualification looks at digital channels and their suitability for inclusion in a media plan. Search Engine Optimisation (SEO), display advertising, email marketing, viral marketing, online PR, affiliate marketing and social media are all explored in detail. It also looks at digital metrics and related legislation, regulation and codes of practice. This diploma will provide you with invaluable knowledge and skills to manage digital marketing and communications campaigns.

It will also look at the fast changing landscape of social networking through all digital media including mobile, and the part it plays within the digital mix. Future trends are an important element to the qualification and will be regularly updated. It will consider Web 4.0, new influence models and the growing impact of neuroscience.

### **Integrating Digital Media and Branding**

**Completing this module alone gives delegates the CAM Award for Integrating Digital Media and Branding.** Media planning has become increasingly difficult in recent years. There has been an explosion of the ways in which consumers are contacted both digitally and through conventional media such as print, radio and television. Convergence of media creates new problems and opportunities for brands.

This unit intends to evaluate all the key channels used for communicating with the customer and to ascertain how they are evolving. At the same time it will look at how integration can take place and evolve, lessening channel conflict and dissonance in communication. Campaigns, which highlight good brand communications in the digital age, will be highlighted and evaluated.

The unit will also look at the fast changing landscape of social networking through all digital media including mobile, and the part it plays within the

digital mix. The unit will also consider the key components of a brand and how these can be enhanced through the integration of communication media. Assessment is by assignment.

### **Implementing Digital Campaigns**

**Completing this module alone gives delegates the CAM Award for Implementing Digital Campaigns.** This unit will equip candidates with the skills to deliver digital communications projects. The unit will cover four distinct areas, namely; digital concepts, project delivery, campaign control and evaluation, and future trends.

The concepts to be explored include web 2.0 - 3.0, social networking, blogging, and subscription based communications models. The project delivery section will look at digital KPIs, web mapping and Google analytics. Control and evaluation will cover digital supply chain management, cost control and digital creative assessment. The future trends section, which will be regularly updated, will consider web 4.0, new influence models and the growing impact of neuroscience. Assessment is by assignment.

### **Advertising**

**Exemptions:** Students who have the CAM Diploma in Marketing  
This unit aims to provide you with a knowledge and understanding of the function of advertising within the marketing mix, communications mix and society. This unit also aims to ensure that knowledge and understanding of the process of advertising, advertising planning and measuring effectiveness are in place. Assessment is by exams.

### **Public Relations**

**Exemptions:** Students who have the CAM Diploma in Marketing Communications. Students who have completed the CIPR Postgraduate Diploma in Public Relations can be exempted from the PR unit of the CAM Diploma in Marketing Communications or the same unit of the new Diploma in Managing Digital Media.

This unit aims to provide you with an awareness of the role of public relations in relation to the many different publics with which an organisation is concerned and provide an understanding of all means of communication by which those publics can be reached. This unit will also provide knowledge of the organisational and professional context in which people working full-time in public relations operate. Assessment is by exams.

## Testimonials

The Oxlearn video series offers brilliant marketing lectures in an innovative and accessible way.

Roger Catchpole (Director, Imerging)

For the first time the combined knowledge and expertise of the marketing communications industry can be accessed instantly through your desk top. This tool will be invaluable for execs and account handlers, but also for those of us who've been around the block a few times.

Colin Lloyd (Former CEO of the Direct Marketing Association)

I've waited 14 years for a resource like this!! Brilliant!! Have subscribed.

Tanya (Catalyst Marketing Services)

This is an excellent site, I love all of the downloadable tools. I used to work in a big buzzing ad agency, now I work as a Marketing manager from home so this is ideal for me. Thanks for coming up with it!

Caz (Stoves Online)

## Great Marketing Training Videos by TOP Marketers

Oxford College of Marketing, has worked in collaboration with leading video provider Oxford Learning Lab ([www.oxlearn.com](http://www.oxlearn.com)) to bring top CIM and business school experts to you. These videos have been created to give you the opportunity to learn anytime, anywhere from top business schools and CIM academics and trainers. The videos give you an idea of the quality of the teaching you will get from Oxford College of Marketing once you join us. A selection of these videos are used on our courses. Some of the videos currently available include lectures by:

**Prof. Leslie de Chernatony:**

Principles of Brand Management; Strategic Brand Management

**Prof. Malcolm McDonald:**

Market Segmentation; Marketing Planning; Marketing Accountability  
Key Account Management

**Chris Fill:**

The Marketing Communications Mix; The Marketing Communications and Relationship; Exploring corporate communications

**By Laurie Young:**

Marketing professional services

**By Tim Fidgeon:**

SEO; PPC; Website Usability, part 1; Website Usability, part 2

**By Beth Rogers:**

Sales Management: Negotiating Business Growth; Sales Outsourcing;  
Contract Sales Organization

## Oxford College of Marketing Mentor

[www.oxcom.marketingmentor.com](http://www.oxcom.marketingmentor.com)

The Oxford College of Marketing Mentor is an online site that gives you practical information designed to help you to carry out your marketing tasks in a professional manner. It has been developed by colleagues from the DMA, ISP, CAM and the IPA with input and guidance from our team at the College who are specialists in CIM, CAM and Digital Marketing courses.

It gives you access to the combined knowledge and expertise of the whole marketing industry. It ensures that whatever you do, day-to-day, you do it with authority and best practice. Good for your career, productive for your team and profitable for your company.

**For your 48 hour free trial access, please email:**

[rosie@oxfordcollegeofmarketing.ac.uk](mailto:rosie@oxfordcollegeofmarketing.ac.uk)

If you decide you would like to have continued access to the site it will cost you a nominal £5 a month. Is there a catch? No. If at any time you want to cancel your license all you have to do is say so. And as you pay by standing order you can cancel even without contacting us.

## Achieving your goals in the way that best suits you



## What are my study options?

We can offer you four different study options, depending where you are located. (Please refer to the timetables for campus locations).

- Part-time evenings
- Blended learning intensive weekends with distance learning support
- Saturday Seminars
- Distance learning for all levels and modules.

### Which would be the best option for me?

We all learn differently and so the questions you need to ask yourself are:

- **Where should I study?**  
Obviously if you do not live close to one of our venues, you will need to consider the distance learning option or be willing to travel to the intensive weekends.
- **How much time can I give to studying in the evenings?**  
If you cannot guarantee that you will be able to attend all evening classes, then you should think about intensive weekends (either in addition to, or instead of, evenings) or distance learning.
- **How self-motivated am I?**  
If you struggle to push yourself towards goals, then evenings or weekends may suit you better. Do remember our webinar programme should help to keep you going!
- **How new am I to marketing?**  
If you have only limited experience in marketing, you should consider combining a weekend intensive with part-time evenings option. The weekend will give you an overview of the syllabus before you start, and the evenings will help you to refine your growing knowledge.
- **Do I need specific skills?**  
You may like to combine your course with some additional skills-specific courses such as copywriting, email marketing, etc.

### Details of the learning options

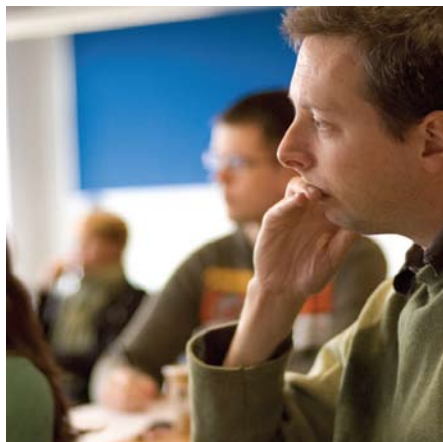
**Please refer to the timetables for campus locations**

#### **Part-time evenings (PTE):**

- Most sessions run between 6 - 9pm
- Each session includes around 2 hours of interactive lecture, with the rest of the time spent working in groups on exam questions or assignments
- Depending on the course homework is set and marked every week
- Suitable for students who are likely to be able to attend every week

#### **Saturday Seminars:**

- Most seminars run between 9.30am - 5pm



### **Blended Learning Intensive weekend (IW) study and distance learning (DL) programme:**

- Each module is covered in a weekend (9.30am - 5pm on Saturday and Sunday), plus extra distance learning support via Blackboard, our on-line student learning system, together with our distance learning team. Some courses require an additional workshop.

### **Executive PLUS combined Intensive Weekend (IW) study and part-time evenings (PTE):**

- This programme has been designed for students who may not be able to attend all of the part-time evening classes, because of their work commitments or the distances they would have to travel to get to class. It would also suit those students who feel they would benefit from an overview of the course before they start
- Executive ALL-INCLUSIVE programme combines intensive weekend study, part-time evenings and provides additional personal distance learning support and ten hours of personal one-to-one tuition.

### **Distance learning (DL) study only:**

- Available for all levels and modules
- These programmes are designed for students who are unable, or do not wish to attend classes. They offer complete flexibility allowing for the completion of each module at the student's own pace
- Each module is completed in a way that suits you, combining Blackboard, our on-line student learning system, with distance learning team support
- You will be supported by the Distance Learning Manager plus a variety of assignment tutors and/or homework markers
- You can contact the distance learning team via a special hotline number at certain times of the week plus via e-mail
- You will receive support via other multi-media sources e.g. regular podcasts and webinars
- You will work on a programme and assessment schedule that covers the exam questions where applicable or the assignment/work-based projects
- Blackboard, the on-line student learning system specifically developed by Oxford College of Marketing, is tailored to support the specific needs of 'off-campus' learning. It includes detailed course specifications, text book references, web site references, examples and analysis of exam questions, self progress tests, PowerPoint slides and podcasts to act as aide memoirs to each section
- We expect that you will be able to complete all 4 modules of your level within 12 - 18 months. We recommend that you put aside at least 4 - 6 hours a week for the duration of each module. Additional time may well be needed nearer exam time, in order to consolidate your learning and also to meet the assessment deadlines
- You will need to have a high standard of written English. If English is not your first language, the College may require some written evidence that you will be able to complete the work. The suggested level of entry is IELTS 6.5. For an additional fee, a student can be referred for additional English language tuition, if necessary. This will be charged separately.



## Assessment Support

### 1. Exam support

As a top performing college, we offer comprehensive exam preparation, including past exam questions.

We place special emphasis on the use of case studies, model answers and technique. Participants are encouraged to practice their skills on the mini case studies as they cover a number of sectors: business-to-business, not-for-profit, consumer goods and services. This gives marketers the opportunity to apply their skills in areas that may not be totally familiar to them. They also present a wide range of marketing and organisational issues that as a marketer you should be able to recognise and manage. Case studies are an essential part of the course and work on them should be carried out between sessions. A mock exam must be taken by all students sitting for any of the CIM exam assessed modules. We feel this accounts for our exceptional pass rates!

### 2. Assignment support

You will need to put aside sufficient time to produce fairly long reports. Some students find that they need to complete the study for the module, including the reading, before they are able to tackle the assignments. As a result, some students may then take longer to complete their qualifications. Others are happy to work on their assignments at the same time. You will be given a personal tutor who will enable you to do your best. Again, we feel this accounts for our exceptional pass rates!

### When can I start?

Start dates for all programmes are listed on the timetables. You can start part-time evening, intensive weekend blended learning and distance learning programmes throughout the year at regular points. Our academic year starts in September, but because the courses are module-based it is possible to start at other times of the year. We will be happy to explain the options to you.

All students must complete a CIM registration form as well as our College Application Form. Phone the CIM on +44 (0)1628 427 500 and ask for a student pack and CIM registration form, or access via the CIM website [www.cim.co.uk](http://www.cim.co.uk) For details, please see details in the 'How do I apply?' section later on in this prospectus.

## Blackboard - our virtual campus

... providing the flexibility for students to fit course work around their own busy lives

International students reported that they found the online materials particularly user-friendly

It has unified the distributed staff and students providing them with the information and resources that they require 24/7

The use of e-learning has produced significant improvements in student learning

The ability to use a range of material in their own time and in their own environment has created more and deeper learning

An important benefit is the development of a more active research culture

Students who have been exposed to critical approaches... are more likely to become... 'enlightened witnesses'

## What can Blackboard offer me?

**Blackboard is our unique virtual campus. Nothing will give you a clearer idea of what we have to offer at Oxford College of Marketing than a visit to our on-line student learning system at: <http://oxcom.blackboard.com>**

The latest e-learning technology from Blackboard with webinars, course notes, text book references, web site references, examples and analysis of exam questions, self progress tests, PowerPoint slides and podcasts to act as aide memoirs to each section and video provided by Oxford Learning Lab. Never feel alone, always feel supported. All courses and levels are totally supported and have access to the online learning system (Blackboard) and the support team (by telephone or email). Support from the helpdesk is unlimited.

- Blackboard gives you the backup you need to be able to study anywhere in the world - at home, at work, or when travelling. It enables you to plan and read ahead, giving you total control over your learning materials and the flexibility you may require to suit your lifestyle
- Whether you are studying with us in the evenings, over the weekend or entirely on-line, Blackboard provides a 24/7 gateway to your learning. We take care to ensure that the distance learning option is not a solitary process. You receive ongoing contact from the College and support at all times
- Once you are enrolled, you are given a personal ID so that you can access your learning material: lecture slides, extra reading and notes, homework, model answers, timetables, announcements and information about classrooms
- You will be given full instructions on how to use Blackboard before starting
- For distance learning students in particular, Blackboard provides excellent opportunities for group discussions and even virtual lectures
- You will need a relatively up-to-date computer and printer with the software for ms office (ms-word™ and PowerPoint™) email access and adobe acrobat reader
- It is also preferable for you to have broadband access as well as the ability to use an audio function. This is to make the most of the multi-media support available.

**Oxford College of Marketing will be introducing the latest Web2 technology in 2009. To visit the NEW Blackboard demosite please go to <http://oxcom.blackboard.com>**

- **Log-in with the username demosite and password trynow**
- **Click on OXCOM Demonstration in the 'My Courses' panel**
- **Navigate through the site by clicking on the menu items in the panel on the left hand side of the screen**
- **You will be able to see how we use Blackboard to support your learning**
- **You will also be able to look at some sample learning materials for different qualification levels.**



## FAQ's

### Which is the right course for Me?

CIM and CAM have special guidelines and Oxford College of Marketing have adapted these guidelines to help you to enter at the highest level possible. In order for us to advise you, you will need to speak to your local Centre Manager or the Distance Learning Manager, Ray Murphy. It may be possible for you to attend our Graduate Foundation Programme to give you a basic understanding of marketing theory and therefore enter the CIM ladder at a more advanced stage. If you start your studies with us, and are unhappy with your level, please let us know as soon as possible and we will move you to another level. **Beware!** Some colleges follow the CIM guidelines rigorously, not taking into account previous unrelated industry experience or study. This means you may well find yourself having to complete another year of study because you have been put on the wrong course. Also be aware that some colleges who are short of numbers will recommend a course to students in order to fill classes, receive funding and run the qualification. This qualification may not necessarily be the best level for that student.

### How long will my course take?

All the timings below are approximate and based upon a typical student who works full time and studies part time. If you have extra time on your hands, it may be possible to fast track through the qualifications. We can generally tailor a course and find tutors to suit you, so if you have any queries about this, please do speak to us.

- Introductory Certificate in Marketing - 6 months.
- Professional Certificate in Marketing - 12 months
- Professional Diploma in Marketing - 12-18 months
- Professional Postgraduate Diploma (Stage 1) - 12-18 months
- Professional Postgraduate Diploma (Stage 2) - 6-12 months
- CAM Diploma - 12 months
- CAM Diploma in Digital Marketing - 12 months
- CAM Diploma in Managing Digital Marketing - 12 months

### How long will I receive support from Oxford College of Marketing?

If you are coming to class as an evening or weekend student, you can come to class until you pass your exams / assignments. Most students who have completed the classroom aspect of the course prefer to use the online Blackboard system and work from home on either past exam practice papers or with their assignment tutor. If you are a pure Distance Learning student with no classroom attendance, we give extremely generous support terms. For the Introductory Certificate course, we offer 18 months support and for all other courses 24 months. If you take longer, we will only charge you for assignment tutor fees. **Beware!** Some colleges will charge you another full fee if you do not complete a course within 12 / 24 months.

### Are there any hidden charges?

The only other charges you will need to pay for are your CIM/CAM membership and assessment fees. These differ depending on the level of



qualification. You may also like to buy some books to support your studies. Distance Learning students books' are included in the course fee.

**Beware!** Some colleges will charge you another full fee if you do not complete a course within a certain time-frame.

#### **What if I need to defer or stop studying due to work or personal reasons?**

We understand that life is complicated and always take a compassionate position as far as student's lives are concerned.

#### **How many hours study should I set aside for study?**

This is a little complicated as it will depend on how much prior knowledge you have. We estimate between 5 and 10 hours a week is normal. Be warned - approaching examination time or assignment submission date, you may be putting many extra hours in!

#### **What happens if I fail a module?**

If you fail, you will need to retake your module again. If you fail an exam module, we recommend that you revise and practice as many exam questions as you can. There is no extra charge for this. With an assignment module, you need a personal tutor to help guide you through the project and provide feedback. Your original fee includes one assignment tutor per assignment module. So, if you fail, you will need to pay for tutor support again. This is between £120 and £150 depending on what level you are studying. If you fail the Analysis and Decision module of the PGDiploma, you will be charged half the fees again to re-attend classes.

#### **I need to change my study mode - is this ok?**

Oxford College of Marketing have 12 centres in the UK, which run a mixture of part time evening, intensive weekends or blended learning and pure distance learning. If you find that your study mode is not suiting you or you wish to change venue, just let us know!

#### **Will someone check I am on the right track?**

Throughout your course, you will be contacted by tutors to check that you are managing your workload. If you are working on an examination module, you will need to submit homework for our team to mark and give feedback on. If you are working on an assignment module, you will be supported by an assignment tutor who will guide you through your project and provide feedback at certain times throughout the timetable. All our students are supported by their Centre Manager and there is also a Distance Learning support team available to take your calls.

#### **Additional Benefits**

Students who enrol on a CIM course with us will, on request, be able to access extra free materials from our specialist learning materials used for the Digital modules on the Diploma in Digital Marketing and Diploma in Managing Digital Media courses on our Blackboard at no additional charge.



## Who will tutor and manage me?

**Professor Malcolm McDonald** is an International marketing guru and consultant to the operating boards of several of the world's leading multinationals, and Academic Advisor to the Oxford College of Marketing. Malcolm has extensive industrial experience, including a number of years as Marketing Director of Canada Dry. He is currently chairman of six companies, and works with the operating boards of the world's biggest multinational companies, such as IBM, Xerox, and BP, and in most countries in the world, including Japan, USA, Europe, South America, ASEAN and Australasia. He has consulted to many major companies from the UK, Europe, USA, Far East, South-East Asia, Australasia and Africa, in the areas of strategic marketing and marketing planning, market segmentation, key account management, international marketing and marketing accountability.

Malcolm, until recently Professor of Marketing and Deputy Director Cranfield School of Management with special responsibility for e-Business, is a graduate in English Language and Literature from Oxford University, and in Business Studies from Bradford University Management Centre. He has a PhD from Cranfield University. He also has an honorary Doctorate from Bradford University. He has written forty-two books, including the best seller 'Marketing Plans; how to prepare them; how to use them' and many of his papers have been published. [www.malcolm-mcdonald.com](http://www.malcolm-mcdonald.com)

**Rosie Phipps** is the founder of Oxford College of Marketing, Rosie has a DMS and the CIM Postgraduate Diploma Marketing and is a member of the CIM. She trained as a pharmacist before entering market research and marketing for Sterling Winthrop and Beecham products and managed the CIM courses at the OCFE. She has also trained at the Tavistock Clinic in individual, group and organisational behaviour. She is co-author of the CIM texts Understanding Customers and The Marketing/Customer Interface, as well as Start Your Own Business for BBC Books, Keep on the Safe Side for HMSO and Coming up Trumps (a cartoon guide for school leavers on starting their own business).

**Tamzie Hollands** is a qualified and experienced marketer having worked in both financial and place marketing environments for 12 years, prior to moving into lecturing full-time five years ago. She now teaches predominantly on Marketing (CIM and CAM) and Management based programmes. Having been an examiner on the CIM Certificate course for three years, she is a member of the marking team for the Marketing Communications module, so as an experienced examiner she knows what CIM are looking for in terms of both the exam and the assignment work. Tamzie has the Postgraduate Diploma in Marketing and is a Chartered Marketer.

**Tim Fidgeon** has worked as a consultant within the fields of copywriting, usability and search engine optimisation for over 7 years and has been invited to speak at 'Internet World'. After having spent the first part of his career working for traditional digital agencies, he now offers freelance consultancy and training to such organisations as BT, the Chartered Institute of Marketing, e-Consultancy, General Motors and Sony.

**Giovanna Battiston** is a Chartered Marketer and offers marketing solutions to SMEs in the training and development sector. Prior to this, she was the marketing manager for an HR consultancy, whose clients included Sirdar, Rexam, Trinity Mirror, the University for Industry and the Sector Skills Council. Giovanna lectures in Marketing at Sheffield Hallam University, is chair for her local CIM, and contributes to the journal Professional Marketing. She holds a PGCE to teach in the post-compulsory sector, an MSc, and the CIM Postgraduate Diploma in Marketing.



**Raymond Murphy** after a career in marketing management with Littlewoods Pools and Warrington Development Corporation in the late 1970's, Ray joined the Whittle International Group initially as Sales and Marketing Manager, eventually taking on the role of General Manager. In 1983 he set up his own Marketing Consultancy business. He has written a number of distance learning texts covering marketing and management topics and produced and appeared in a number of training videos. He is a Chartered Marketer, holds the CIM PG Diploma in Marketing, has a psychology degree and Certificate in Education. Ray is the distance learning manager.

**Paul Taylor** has worked as a trainer and consultant over the last 15 years with organisations ranging from Ericsson (global leadership programme delivered in 15 countries), British Gas and the DTI, through to start-ups. As marketing manager at London Electricity he developed the strategy for the competitive business market and managed a multi-million pound budget. Paul has an MA in law and an MBA and is a member of the Chartered Institute of Marketing and the Chartered Management Institute.

**Joy Hawthorne** is an Associate Director for GfK NOP, specialising in service design, compliance and quality measurement, where she has Government, financial and regulatory bodies as key accounts. She has spent over 10 years working in high street retail management for Arcadia. Joy also lectured in Marketing Management at Oxford Brookes University. Joy has a BA Hons in Retail Marketing, MBA, CIM Postgraduate Diploma in Marketing, and a Postgraduate Certificate in Teaching in Higher Education. She was until recently, Chair of the Trustee Board of Oxford Citizens Advice Bureau.

**Susan Bishop** has spent the last 12 years shaping companies' marketing plans and assisting them to develop their organisation, people and communications to meet the challenges of the market. As project manager and researcher, Susan has delivered a number of national research projects for the NHS Executive and other Health and Social Service organisations, as well as market surveys for private sector organisations researching attitudes and market share.

In March 2001 Susan was one of the first of 11 people in the UK to achieve the CIM e-Marketing award, which supports her work in Internet strategy and design. She works as a part-time Course Director for the London College of Fashion, devising and delivering its On-line Foundation Degree in Fashion Marketing and Promotion. Susan is also an Examiner for the CIM stage 2 module Marketing Planning, holds the Postgraduate Diploma in Marketing, and lectures at the University of Brighton.

**Elizabeth Lye** worked in the editorial and marketing departments of publishing houses in London for nine years before moving to Sheffield. She took a maternity break, freelancing as copy editor and publicity copywriter, working for publishers and government departments. She has developed marketing at Sheffield Hallam University in many subject areas. Elizabeth studied for her CIM Certificate and Diploma part-time and gained an MSc in Marketing Management in 2007. She divides her time between European Business Development, marketing communications and lecturing in Marketing at Sheffield Hallam University, and Oxford College of Marketing.

**Red Barrington** is a rapidly emerging industry specialist in online marketing, and has garnered a direct marketing reputation of note particularly in email, affiliate and data marketing techniques. With more than four years working with leading industry specialists, Red has proven herself to be successful in many areas including data buying, data sales and customer relationship management while at the same time providing consultancy services for many internet start ups. As a Chartered Marketer



with an MSc in Marketing, Red is passionate about and committed to the discipline, although does find time for the odd game of netball!

**Andrew Geoghegan** is Head of Consumer Planning - European Planning at Diageo. Andrew used to head up the Marketing Insights team for PepsiCo International UK and Ireland, working on the UK's biggest brand, Walkers Crisps, as well as the other parts of PepsiCo's portfolio. Andrew's previous experience includes ACNielsen where he worked with major FMCG manufacturers such as Unilever and Britvic, analysing market trends and consumer behaviour. He has also worked in the ad-hoc market research industry undertaking a broad range of qualitative and quantitative market research. Andrew has the Postgraduate Diploma in Marketing.

**Adam Raman** has over 15 years international senior marketing experience in the pharmaceutical and consulting industries. He is currently a senior lecturer at Kingston University, where as well as teaching on both undergraduate and postgraduate courses in the UK and the Russian Federation, he is also completing his doctorate in strategic marketing. In November 2004, he was appointed Deputy Chief Examiner for the Analysis and Evaluation Module for the CIM Professional Postgraduate Diploma in Marketing. Adam has an MBA and the Postgraduate Diploma in Marketing.

**Joe Shami** has held a number of senior marketing posts with FTSE 250 companies. From 2001 he worked with a specialist management consultancy overseeing a major project with one of the leading global banks. He recently completed his MBA and is a chartered member of the Chartered Institute of Marketing.

**Lynda Willis** is a marketing and media services professional with over 18 years in the industry under her belt. Her career started off in the Northern Bank where she held a variety of management roles in public relations and marketing. In 2004 she set up her own business, Lynda Willis Marketing and Media Services, and has already established herself as an excellent external marketing and media resource for the small business sector. But not flowery words in fancy documents, Lynda helps businesses implement practical and cost-effective marketing strategies that lead to increased turnover, ranging from print management, press releases, publications management, market research, drawing up marketing plans and even staff training. Living in Northern Ireland, Lynda is a Chartered Marketer and is also Small Business Adviser for the Southern Regional College in Newry. She completed her Post Graduate Diploma in Marketing in 1995 and the CIM E-Marketing Award in 2006.

**Aileen French** is a full-time marketing lecturer in the Business School at Oxford Brookes University. Her special interests are in Services Marketing, especially Tourism and all aspects of sustainability and socially responsible marketing. She was an examiner for seven years on the MOPS (previously Marketing Planning) paper, at level 2, and acts presently as a tutor on taught courses in Oxford as well as tutoring on the assignments. Aileen is the assignment verifier responsible for standards. Aileen holds the Postgraduate Diploma in Marketing.

**Diane Cotton** has a wealth of experience both in marketing and tutoring. Diane worked for 12 years for an international flavour company assisting in the development of global strategic marketing plans. In 2003 she embarked upon a career change and commenced teaching business courses including CIM Professional qualifications at both Certificate and Diploma levels to students worldwide studying either part-time, full-time or as distance learners. Diane holds the CIM Post-graduate Diploma, has recently undertaken the Certificate of Further Education and is a member of the Institute for Learning.



**Dr Tim Sellick** used to teach sales and marketing at Birmingham City University at both undergraduate and post graduate level. Tim also runs his own Marketing consultancy which enables him to feedback his experiences and skills into the classes he runs. Tim is a qualified teacher in adult education and in addition to his first degree in Marketing holds an MBA and a Doctorate in Business Administration.

**Jack Roberts** is a practising Chartered Marketer who specialises in helping small to medium businesses grow by applying marketing principles. He has nearly 20 years experience in marketing roles including Marketing Manager for Halifax plc and has the Diploma of the Institute of Direct Marketing as well as the CIM's Certificate in eMarketing Excellence. As well as lecturing, training and assignment mentoring with the Oxford College of Marketing, he lectures part-time at Manchester Metropolitan University Business School. He believes that marketing is not just a set of communication tools and techniques - it is a way of doing business. It means understanding your customer's needs and wants and then channelling all aspects of your company to meet those needs and wants. That's what leads to profit and success. Jack's skill is in giving you the skills to do that in your own company. He lives and breathes practical marketing and business development for companies every day. This style is brought to you in his training - you will see and experience how businesses and marketing operate in the real world, in your world.

**Tessa Allgeier** has many years experience as an independent consultant specialising in customer and market research and social marketing. After her postgraduate year at Kingston University, she began her career as a field manager for Harris Research, followed by design consultancy work with clients as diverse as the Brighton Festival and American Express. She moved into the public sector and successfully established a customer-focused approach to research and marketing at Brighton & Hove Council.

At the start of her freelance career she wrote a national training manual on research practice for the Chartered Institute for Public Finance and Accountancy, and regularly facilitates national and regional workshops, seminars and events within the public sector. She lectures CIM Diploma students across all four modules, is a Chartered and full member of the Chartered Institute of Marketing, and registered as a CIM consultant. Tessa also works as an Associate consultant for a number of organisations delivering strategic marketing and research projects - often within performance management or engagement frameworks. Tessa has led and managed award-winning customer research projects and has recently been asked to deliver Social Marketing training within the Health sector across the UK. Tessa is a Chartered Marketer.

**Dan Bennett** is currently a Senior Lecturer and Course Leader at the University of Brighton, and in his spare time runs a small (but perfectly formed) consultancy which advises SME's on their marketing and communications planning. He is also a visiting lecturer at Queens University (Canada), the Ecole de Management Normandie (France) and the Ecole de Savignac (France). When not doing all of the above or sleeping, Dan is also a PhD student at the University of Southampton. He is a regular conference presenter and is a co-Chair of the Academy of Marketing's Special Interest Group on the Marketing of Higher Education. He has been published several times by the Association for the Advancement of Relationship Marketing and by the Learning and Teaching Support Network. His research interests include the credibility of marketing communications, Higher Education marketing, relationship based approaches to marketing, and the history of marketing.

**Gillian Waters** has been an Examiner with CIM for over 15 years at Stage 2 - initially as a member of the team and subsequently deputy senior examiner for Marketing



Operations, and has been a member of the MMIP examination and feedback team since its introduction for the standard and interim boards. In addition, she moderates across the Professional Diploma and Certificate levels for the interim boards. One of the original cohort of Chartered Marketers, Gill has the PG Diploma in Marketing, MBA (OU) and a teaching qualification in non-compulsory further and higher education. Gill is a Chartered Marketer.

**Tim Lane** spent his early years in FMCG sales with companies such as Proctor and Gamble, Duracell and Dairy Crest Foods, where he was National Sales Manager. He ran the sales and marketing side of things for his family business, until it was eventually sold to Whitbread. Tim then acted as consultant marketing director to a children's leisure business until he emerged to join the Oxford College lecturing team in Brighton and Tutoring Distance Learning students. Tim has worked on CIM courses for a number of years and was a Senior Lecturer. He has an MBA, a Post Graduate Professional Diploma in Marketing and a BSC in Business Studies. Tim is now an Examiner for the new module Assessing the Marketing Environment.

**Lyndon Beardsley** has 25 years commercial management experience in the fmccg sector including retail, sales and trade marketing for companies such as PepsiCo Foods, Boots Healthcare International and Kodak. He is currently the Commercial Manager for Boehringer Ingelheim Consumer Healthcare working on local and global initiatives. He is also a director of the UK's Health and Beauty Association. Lyndon completed all levels of the CIM programme from certificate and advanced certificate at Nottingham Trent University Business School. He went on to attain the Post Graduate Diploma with the Oxford College of Marketing becoming a Chartered Marketer the following year.

**Angela Dalrymple** has 24 years' experience in marketing strategy and lecturing. Angela has held senior marketing and lecturing roles with major international enterprises and business schools. In addition to working with Oxford College of Marketing, Angela lectures MBA students in Marketing with an international university in London, and is a board director with an international consultancy and research organisation.

Angela previously held senior global marketing positions with AT&T, PricewaterhouseCoopers and Reuters. Angela served on the board of the government Young Enterprise scheme in London, developing business enterprise programmes in the London area. Angela has an MA and BA from Oxford University, and a Diploma in Management Studies with Distinction from Henley Management College. Angela is a member of the MRS, CIM and Institute of Directors. Angela's specialist areas include marketing research & planning, market strategy, market analysis & forecasting, segmentation, channel strategies, competitor analysis, product management, global marketing, services marketing, and business-to-business marketing.

**Dr Cigdem Gogus** holds a PhD in Marketing from Henley Business School, University of Reading and an MBA in E-Business from Cass Business School, City University London. Her expertise areas include consumer behaviour, e-business, and mobile marketing. She is currently supervising MBA dissertations as Visiting Faculty at Henley Business School. Prior to joining Oxford College of Marketing she was working as a Teaching Assistant for International Marketing at London School of Economics.

Before moving into academia Cigdem had a successful professional career and worked for over five years in the software and textile industries where she held positions in account/customer management, sales, procurement and merchandising.



**Gill Hall** runs her own Oxford-based consultancy, Boxtree Marketing, having spent 20 years working in B2B marketing roles in a range of companies, from SME's to large Corporates. Following a degree from Leeds University in French and Spanish, Gill began her marketing career in new product development and then moved into financial services, becoming head of marketing and communications for Lloyds TSB Commercial Finance. Here she led a major branding project, delivered award-winning campaigns and launched product innovations which helped position the company as the UK market leader. Gill also worked in a strategic advisory consultancy in the pharma/biotech sector before setting up on her own. Now she specialises in helping her clients, both in the UK and Europe, develop and implement customer-led marketing strategies to help shape their businesses. Gill has the Professional Postgraduate Diploma in Marketing, is a Chartered Marketer and CIM member.

**Dr Liz Ratcliffe**, BSc, PhD (Bristol), DPIM has over 13 years senior marketing experience, gained within the publishing, broadcast, engineering and Information technology industries and also from within the Public Sector. She is currently the Head of Product Marketing and Propositions at the National Mapping Agency, Ordnance Survey, where she is responsible for the strategic marketing function within the organisation, as well as for new product development.

In October 2008, Liz graduated from the Chartered Institute of Marketing, gaining her Professional Postgraduate Diploma in Marketing, and also wiping the board of awards, gaining 5 of the 7 International awards that year, the first time anyone has done so in the history of the CIM. She won best UK, best International and best Executive student awards as well as coming top in 2 of the 4 modules. In her spare time Liz has a passion for the theatre and for all types of music, and is also a keen sailor and scuba diver, enjoying many water-related exploits at her home in Lymington, Hampshire. Liz is a Chartered Marketer.

**Alicia Snow** became an assignment tutor after studying for 3 years as a distance learning student of the college, and successfully completing the CIM Certificate, Diploma and Post-Graduate Diploma in Marketing whilst working full time in a marketing management role. Her current role is in luxury retail with premium brand Polo Ralph Lauren, where she is the CRM and Database Manager for UK and Europe. She has experience across industries including media, gaming and leisure, and retail.

Alicia strongly believes that her CIM qualifications have been integral to her career success to date, and is a great advocate of the college. In her spare time, Alicia enjoys being with the people she loves and is a self confessed food and wine lover, which is balanced out with her passion for running, yoga and the great outdoors!! Alicia is a Chartered Marketer.

**Michael Lynch** is a CIM Chartered Marketer as well as a former CIM Examiner. He is currently Head of Demand Planning with National Savings & Investments and since 2007 has been Chairman of their Marketing and Sales Committee; in 2008 - '09 NS&I had gross inflows of over £26 billion. With over 20 years marketing and sales experience, Michael has previously held senior positions with Royal & Sun Alliance Investment Management and AXA Investment Managers. Michael is also a member of the Institute of Chartered Financial Analysts (CFA UK), the Financial Services Forum and the Market Research Society (MRS). Michael is a graduate of Cranfield School of Management from where he attained an MSC in Strategic Marketing. Michael is a Chartered Marketer.



**Cheryl Brown** has been a tutor with the Oxford College of Marketing since January 2006, and as one of its former students, knows well the demands of studying alongside a full-time job and the joys of graduating. Cheryl leads on marketing for the Knowledge Services at the Institute of Development Studies, in Sussex and has substantial experience of marketing to different cultures, stakeholder management and finding creative ways of serving a global online audience on a small budget. Cheryl is a Chartered Marketer.

#### ADMINISTRATION:

**Jane Young** has a BA(Hons) in Business Studies and has worked in several major media and full service advertising agencies up to Media Group Manager level. She now manages the administration and application process for Oxford College of Marketing.

**Pauline Williams** manages the assignments for the College. She has over eight years experience as a Business Development Manager, working in IT Training and software development. Pauline has project managed Windows Migration Projects for major corporate accounts which ranged in size from 50 to 2,000 members of staff. Her clients have included British Gas and Racal. She has also been responsible for recruiting, training and managing new sales teams for two expanding IT training companies, through graduate recruitment programmes.

**Monika Tesarova** recently finished studying at Oxford Brookes University, gaining a degree in Business and Management. Before that she did an HND in business. Monika is a Business Development and Student Services Executive. She is currently studying for the Professional Diploma in Marketing.

**Laura Butler** has several years sales experience in the competitive world of recruitment dealing mainly with large SME's and Blue chip clients. She is currently studying for the Professional Diploma in Marketing. Laura is a Business Development and Student Services Executive.

**Helen Willis** has twenty years of accounting experience; she has a total of 10 years supporting student finance, five years at Oxford Airport and five for Oxford College of Marketing.

**Tricia Wiley** comes from a corporate IT background. She has spent the last eight years working in customer service, training and support roles. Tricia brings a wealth of experience and has worked for a variety of organisations in the UK and abroad. She joined the college last year as the Enrollment and Administration Manager.

## Your training partner, every step of the way

## How do I apply?

**Step 1:** Make an appointment to meet us at one of our many Open Evenings, held throughout the year in Oxford, Reading, Brighton, Gatwick, Liverpool, Sheffield, London, Birmingham, Croydon, Uxbridge, High Wycombe and Milton Keynes. We believe that understanding your needs is crucial for us to be able to develop a long-term professional relationship with you, and wherever possible, we like to discuss the options and courses with you face-to-face before you start your course.

Please contact [janey@oxfordcollegeofmarketing.ac.uk](mailto:janey@oxfordcollegeofmarketing.ac.uk) to make an appointment. If you are unable to meet us, contact us to arrange an informal phone or on-line interview. Please make sure you do not come to class before you have been interviewed. We need to make sure you are enrolled on the correct level course.

**Step 2:** After the Open Evening/phone/on-line interview you will receive a personal cost quotation.

**Step 3:** To ensure you are accepted at the correct level, please complete the application form on our website [www.oxfordcollegeofmarketing.ac.uk](http://www.oxfordcollegeofmarketing.ac.uk) as fully as possible.

**Step 4:** Apply for CIM student membership, and register for your exams/assignments, DIRECTLY with the CIM. **Please note that neither CIM student membership nor exam/assignment registration can be made via Oxford College of Marketing.**

- Pay your CIM registration fee and exam/assignment fees direct to the CIM
- Please ensure that you submit your applications for student registration and exam/assignment within the CIM's deadline and that you receive confirmation.
- Registering as a student and exam/assignment entry are two different procedures. Please visit the CIM web site [www.cim.co.uk](http://www.cim.co.uk) and download the forms or enter on-line.

Exams are held twice a year in December or June in Oxford. However, exams can be taken at any of the 300 CIM centres around the world in March and September as well.

**Step 5:** Pay your full fees to the Oxford College of Marketing (please see the separate sheet enclosed with the prospectus).

**Step 6:** Once we have received your application form and you have paid your fees, you will receive full access to Blackboard, our on-line student learning system. This can be accessed by your personal ID code and will provide you with the learning materials to complete your course - whether you are studying with us in the evenings, over the weekends or via distance learning.

**Step 7:** You will receive instructions on when and where your courses start.

Please contact us for advice or guidance at any point in the application process.

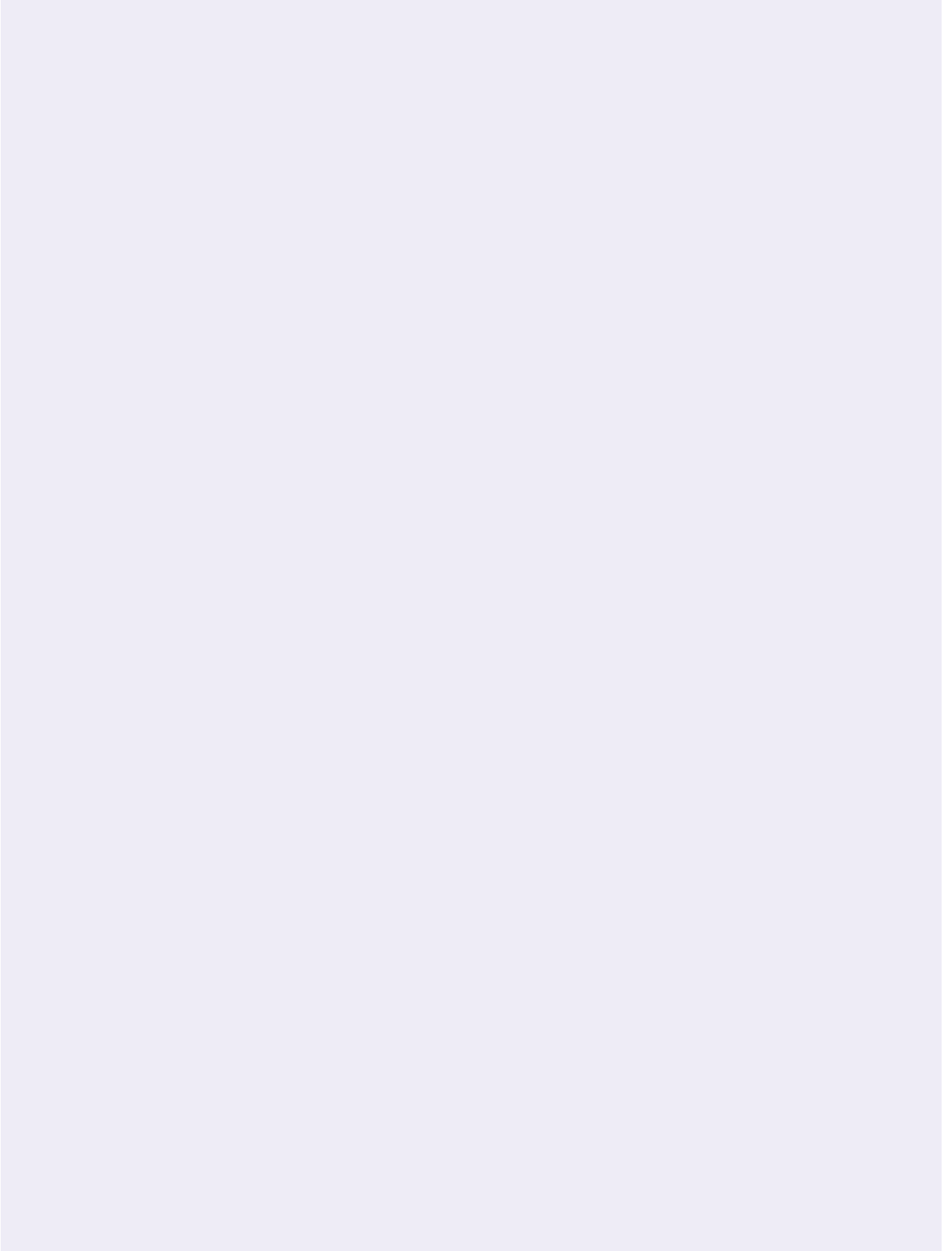




## Our global training partners

The professional marketing teaching we provide creates great results not only for our students, but for the worldwide organisations for which they work:

- A C Nielsen
- Abacus
- Acco UK
- AEA Technology
- Allmakes
- Amplicon Liveline
- Audley Travel
- Avery Dennison
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- Baxa
- Berkeley Group
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- Boehringer Ingelheim
- Bottom Line
- BP
- British Bakeries
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- British Marine Federation
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- Capital Radio Group
- Carphone Warehouse
- Centrica
- Chive Fuels
- Chuimento
- Cisco Systems
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- Countax
- Cresta Holidays
- Daler Rowney
- DBA
- Diabetes UK
- Diageo Northern Ireland
- Dupont UK
- EDF Energy
- Elsevier
- Epson Europe Electronics GmbH
- Equity Travel
- Evotec
- First Choice Holidays
- Forrester
- Genus Pharmaceuticals
- Grant Thornton
- Hogg Robinson
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- IBS Public Services
- Ideal Solutions
- In Touch Marketing
- Indola
- Institute of Development Studies, Sussex University
- Institute of Financial Accountants
- Insur-e
- Integrated Card Solutions
- IRI
- Jenks Sales Brokers Ltd
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- Lego Company
- Leo Pharmaceuticals
- Lewes District Council
- Lloyds TSB
- Lockhart Catering Equipment
- Macmillan Publishers
- Malta Tourist Office
- Microtronica
- Midnight Communications
- Ministry of Defence
- National Blood Service
- Nationwide
- Nedstat
- Nelson Thornes
- NHS Modernisation Agency
- Northbank Communications
- Nutricia Clinical Care
- O2
- oclcpica
- OPP
- Oxford City Council
- Oxford Gene Technology
- Oxford Innovation
- Oxford Radcliffe Hospital NHS Trust
- Oxford Semiconductor
- Oxford, Swindon & Gloucester Co-op
- Pathtrace
- Peak Fitness
- Pelltech
- Pfizer
- Plastic Parts Centre
- Police Mutual Assurance Society Limited
- Pro Active Health
- Prudential
- Public Health Resource Unit
- Qinetiq
- Ravensburger
- RM
- RNLI
- Roche Diagnostics
- Royal Borough of Windsor and Maidenhead
- Royal Mail
- Save the Children
- Schaffner Limited
- Servomex
- Slipstream SDS
- SMT Consulting
- Sodexo
- Software & Computer Services
- Sony
- SoundsGood
- Southwark PCT
- Spear
- Spectrum Photographics
- Sussex Careers
- Sussex Enterprise
- Sylvania Lighting
- Tarmac TopPave
- Taylor and Francis
- Telewest
- Thames Water
- The Football Association
- TKO Marketing Consultants
- Tower Leasing
- TTI
- UK Equipment Group
- Unipart
- University of Reading
- Veolia Water
- Virgin Mobile
- Vodafone
- Wegener Direct Marketing
- West Instruments
- Williams Formula One
- Witwood Food Products
- Xansa
- Yell



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