



Professional Development course

CAM

Diploma in Marketing

Communications

2011/12





London Metropolitan University is one of Britain's largest universities with over 28,000 students and is committed to the delivery of academic excellence, vocational relevance and personal development.

Contents

- 3 PROFESSIONAL DEVELOPMENT COURSES AT LMBS
- 4 CAM Diploma in Marketing Communications
- 10 OUR LOCATON

Professional Development Courses at LMBS

With over 220 full-time academic staff, a sizeable team of visiting lecturers London Met Business School is a leading provider of professional development courses in London. Our professional courses are focused, relevant and up-to date, and are designed to provide you with industry-standard qualifications.

We are one of the largest and one of the most established providers of CIM programmes in UK, our students regularly outperforming national and international standards. Marketing courses include intensive day-time block and part-time evening classes.

We are also a leading provider of the Communication Advertising and Marketing (CAM) course. This course is aimed at those wanting to develop skills in the communications industry.

LMBS provides a high quality Institute of Credit Management course and was recently granted ICM 'Premier Centre' status for the quality of its provision. Courses run as evening, distance learning and online modes which were purposefully put together to allow for greater flexibility for our working students.

A number of open days/ evenings have been organised prior to the start of the programmes where our professional-courses staff can give potential students professional advice. Dates for the open evenings for 2011–2012 are:

30 August and 1 September 2011

10 and 19 January 2012

Courses start in September 2011 and February 2012. We advise early enrollment to avoid disappointment.

All our professional courses run in the Moorgate campus which has a well-stocked library providing a comprehensive range of relevant textbooks and journals.

If you have specific needs, requirements or interests, we'll make every effort to accommodate them.

Dr Jalil Ahmed
Professional Courses Co-ordinator



CAM

Communication Advertising and Marketing (CAM) Foundation

For 30 years the CAM Foundation has been educating professionals in the Marketing Communications industry. CAM Diploma graduates include Chairmen, Directors and Senior Staff of major Advertising Agencies, PR Consultancies, commercial and not-for-profit organisations. The course is designed to provide an in-depth understanding of the principal methods of communication used by organisations in the achievement of their strategic objectives.

In 2000 CAM formed an alliance with the Chartered Institute of Marketing (CIM), the leading professional marketing body and since then CAM qualifications have been awarded by CIM.

Who is the course designed for?

The CAM Diploma is aimed at people in the development stages of their marketing communications career, looking to improve their skills and enhance their career options.

The course is equally suited for people looking to move into the communications industry as PR executives, press officers, brand communications, media relations and event management executives (please refer to entry requirements below).

Teaching Centre

The CAM Diploma in Marketing Communications is taught within the London Metropolitan Business School (LMBS) at the London City campus in Moorgate.

The LMBS portfolio, in addition to undergraduate and postgraduate qualifications, includes professional marketing qualifications from the Chartered Institute of Marketing (CIM) and the Institute of Credit Management. The CAM Diploma is a specialist qualification for the Marketing Communications industry.

The teaching team is an experienced and qualified group of practitioners and academics who are committed to ensuring that students consistently achieve high grades.

Course structure

There are five modules. Students take the double module first (Marketing and Consumer Behaviour) before studying the next two modules (Advertising/Public Relations) followed by the final two modules (Integrated Media/Direct Sales and Marketing). Successful completion of the five modules leads to the award of the CAM Diploma in Marketing Communications.

What are the Five Modules to be Studied?

These five modules are

■ **Marketing and Consumer Behaviour** (Double Module)

This module aims to provide you with the skills and knowledge necessary in managing marketing communications and brand support activities. You will examine the links between communications and marketing through the study of fundamental concepts of consumer behaviour, and their application to marketing communications.

■ **Advertising**

You will develop knowledge and understanding of the function of advertising within the marketing mix, communications mix and its relationship within society. Similar attention will be given to the process of advertising, advertising planning and measuring effectiveness in the provision.

■ **Public Relations**

An awareness of the role of public relations in addressing different stakeholders of the organisation is the main focus here. It provides an understanding of the means of communication by which these publics can be reached. This unit will also provide knowledge of the organisational and professional context in which public relations teams operate.

■ **Integrated Media**

Knowledge and understanding of the function of different media within the marketing mix and communications mix is fundamental in practice and that is studied in this module. You will also gain knowledge and understanding of the process of media selection, planning and measuring effectiveness.

■ **Direct Marketing and Sales Promotion**

Here we aim to provide you with an understanding of the disciplines and techniques of direct marketing and sales promotion at an operations level. It includes the knowledge and skills to apply database and other digital technologies in the development of direct marketing and sales promotion campaigns within legal and regulatory constraints.

Sales promotion is defined here to include merchandising, field marketing and point of sale promotion. The role of all of these disciplines within the marketing function is explored.

Course assessment

Assignment:

Marketing and Consumer Behaviour
Integrated Media

Exam (2 hours):

Advertising
Public Relations
Direct Marketing & Sales Promotion

For exam-based modules, tutors regularly review past exam questions in class. For assignment based modules, tutors provide students with guidance and support.

Private study time

It is recommended that students enrolled on the CAM course spend an additional 1-2 hours for each classroom hour. In addition, extra time will need to be devoted to completing two assignments of up to 7500 words for two of the modules in the programme.

Recommended reading

- A list of recommended textbooks and trade magazines is sent by CIM to all students upon registration.
- For each module, students will be provided with a set of notes, handouts and other literature by the module teacher.
- Students are also expected to keep abreast of developments in the marketing communications industry by accessing other materials independently. Greater marks are awarded in the exam to students who are able to relate the theory learnt in the classroom to practice through the use of sufficient and current examples.
- Websites such as mediaguardian.co.uk, brandrepublic.com are very useful. Trade publications such as **Campaign**, **Advertising Age**, **Marketing Week** etc are also recommended reading.
- Module teachers will direct students to the dedicated Londonmet WebLearn site where they could access additional materials at any time.

Course timetable

The CAM course at London Met is taught in the evenings only. Classes commence twice in a year, in September (for December examination) and February (for June examination) and run for 12 weeks depending on which module is being studied. Teachers aim to finish delivery by the 10th week and use the additional 2 weeks for exam revision and tutorial support. Students also take a mock exam (for non-assignment modules only) at the end of the course in preparation to taking the final examinations in June or December. Students studying for an assignment-based subject may be required to submit a draft of their material to other tutors. *

Teaching Days	Sept – November 11	Feb – May 2012
Marketing and Consumer Behaviour	Tuesday & Thursday	Tuesday & Thursday
Direct Marketing & Sales Promotion	Monday	Monday
Public Relations	Tuesday	Tuesday
Integrated Media	Thursday	Thursday
Advertising	Monday	Monday

Lecture Dates	Sept 2011	*Feb 2012
Week 1	12 September	06 February
Week 2	19 September	13 February
Week 3	26 September	20 February
Week 4	03 October	27 February
Week 5	10 October	06 March
Week 6	17 October	13 March
Week 7	24 October	20 March
Week 8	31 October	27 March
Week 9	07 November	03 April
Week 10	14 November	10 April
Week 11	21 November	02 May
Week 12	28 November	09 May

* There are no classes between 2nd-13th April 2012, due to Easter holidays. Please check

with the Course Leader regarding possible breaks to the schedule over this period.

Exams:

December

June

Please check with CAM and CIM regarding exam dates and deadlines, as they are subject to change. Information is available from www.cim.co.uk and www.camfoundation.com

September 2011 Diploma Intake

Classes are scheduled to commence 12 September and finish no later than the week commencing 21 November (depending on modules being studied).

February 2012 Diploma Intake

Classes commence 6th February and finish no later than week commencing the 21st May (depending on modules being studied). Classes scheduled for Wednesday 2nd May (Bank holiday) will be rescheduled. Classes will recommence 3rd May.

Entry requirements

All candidates must be at least 18 years old and have achieved at least one of the following:

- 2 years experience in a marketing communications role
- Any recognised UK degree or equivalent level 5 qualification
- A relevant level 3 or above qualification (eg CIM Professional Certificate, CIPR Advanced Certificate in Public Relations etc)

Those educated outside of the UK must have achieved the equivalent of the above entry criteria and, where English is not their first language, evidence of their English language competence to IELTS 6.5 must be provided.

Those with significant communications industry experience, but without the formal qualifications, can apply for special consideration of their circumstances.

There are no exemptions available for any modules on this qualification. Students must pass all five modules to be awarded the CAM Diploma in Marketing Communications.

Successful completion of the CAM Diploma in Marketing Communications allows entry onto the CIM Professional Diploma in Marketing.

Duration and attendance

Attendance	Duration	Start date
Part-time (evening)	18 Months	September and February

Fees for 2011/2012

Marketing & Consumer Behaviour	Part-time
Home/EU	£730 (double module)
Overseas	£1460 (double module)

All other modules	Part-time
Home/EU (per subject)	£400
Overseas (per subject)	£730

Location of teaching

London City campus, Moorgate

How to apply

Contact the Professional Courses office for an application form, or you may download one from: www.londonmet.ac.uk/courses/cam or apply online: www.londonmet.ac.uk/courses/cam

Please return your application form to:

Postgraduate Registry
Calcutta House
Old Castle Street
London E1 7NT

Tel: +44 (0) 20 7320 1500
Web: www.londonmet.ac.uk/lmbs

For course enquiries contact

Course administrator
Tel: +44 (0) 20 7320 1500
Email: professionalcourses@londonmet.ac.uk

For academic enquiries contact

Dr Chahid Fourali
Email: c.fourali@londonmet.ac.uk

Our location



London City campus

Moorgate

Our Moorgate building is located in the heart of the financial and business district of London ('The City'), and is just a few minutes walk away from Moorgate tube and Liverpool Street station.



London North campus

Our CIPS course takes place at North campus.

Conditions

This brochure is for information purposes only. We do everything we can to ensure that the information in this brochure is correct, however details may change and we cannot accept liability for any errors or omissions. Please see our postgraduate prospectus or the website: www.londonmet.ac.uk for the University's full terms and conditions.

