

Distinction success in new marketing qualifications

The first group of students to study for new marketing qualifications offered by Staffordshire University have passed with flying colours.

The new Chartered Institute of Marketing (CIM) programmes, the Certificate and Diploma in Professional Marketing, were launched in 2014 following extensive research with marketing professionals and the wider business community.

Each award consists of three modules and each module is taught over a 12 week period at Staffordshire University, on week-day evenings.

The Business School is celebrating 100% pass rate for the first module of new courses - with a phenomenal 83% of students passing with distinction.

"The awards are geared up to provide exactly what employers need, resulting in professionally qualified, capable staff with the marketing skills and competencies required to make a genuine difference to their businesses." said Angela Lawrence, the CIM Award Leader.

"We eagerly awaited the launch of these new CIM qualifications at Staffordshire University and are now delighted to see so many students studying with us and achieving so well."

Nikki Bailey (pictured), a Staffordshire University graduate who works as an Events Co-ordinator at the Swan Hotel in Stafford, was top of the class with a 94% pass mark.

"I started taking on more of the marketing and social media at work and this course seemed ideal. The prospect of studying for a new qualification can be quite daunting so to be able to take evening classes alongside my job is great."

"I'd never done anything marketing related before and there are people from all sorts of backgrounds on the course so it's down our course tutor, David Harrison, that there's been such fantastic results. He made it really enjoyable."

She has completed the first module of the Certificate in Professional Marketing and will continue with the Diploma next year, "I'm really keen to do the full two courses. This will open so many doors for my career and for the hotel."

Students can now also study just one module and gain an award; the CIM Level 4 Award in Digital Marketing and the CIM Level 6 Award in Digital Strategy are each taught over just 12 weeks of evening classes for a stand-alone award.

Details of the range of CIM awards available can be found at [here](#) and enquiries can be made via the admissions team on 01782 294400 or by emailing the CIM Award Leader on angela.lawrence@staffs.ac.uk

Amy Platts

Multimedia Press Officer

t:01782 292702

e:amy.platts@staffs.ac.uk

Staffordshire University is developing to meet the needs of modern day learners and current and emerging industries. Vocationally inspired, the University offers courses across a wide range of subject areas. The Research Excellence Framework (REF) 2014 determined that 78 per cent of the University's research is world leading or of international importance.

