

PROGRAMME SPECIFICATION KEY FACTS

Programme name	MA Public Relations and Strategic Communications; MA Marketing Communications
Award	MA
Exit Awards	<i>PG Dip</i>
Exit Awards	<i>PG Cert</i>
School	School of Creativity and Communications
Department or equivalent	Media, Culture and Creative Industries
Programme code	PSPRSC - Public Relations and Strategic Communications; PSMACO – Marketing Communications
Type of study	Full-time
Type of study	Part-time
Total UK credits	180
Total ECTS	90

PROGRAMME SUMMARY

City's accredited postgraduate communication degrees are aimed at students who may not necessarily have a background in business, marketing or advertising, but who are keen communicators and savvy users of contemporary media. We explicitly welcome both graduates and those of you entering embarking on further study after industry experience. Indeed, whether you are a recent graduate or looking to change your career pathway after years in industry, these degrees provide you with the knowledge and skills you need to take the next step into a leadership position in the dynamic world of PR, crisis management, marketing communications, advertising, brand and reputation management and a whole host of cognate sectors.

- **MA Public Relations and Strategic Communications**

This programme focuses on how organisations communicate and engage with the public, in a highly diverse media environment and dynamically changing social landscape. How can you persuade audiences via targeted PR campaigns with tailored digital content? How can you communicate in ways that stem crises and enhance the reputations of organisations in industry, government, charities or the cultural sector? Your work will benefit individuals, local communities, organisations and wider society. You will use communication tools to influence attitudes or individuals and shape cultures and societies, and learn about the ethical obligations that come with this knowledge. This degree will prepare you for career in PR, Media Relations, as a Communications Officer, a Social Media Community Manager and many other exciting professions.

We are currently working towards accrediting this programme with the Chartered Institute of Public Relations. Accreditation is foreseen to be achieved by May 2024.

- **MA Marketing Communications**

This programme focuses on how you can communicate brands effectively and develop relationships with consumers persuasively. With a focus on direct and digital communication practices of promotional work, you will learn how to create dynamic branded digital content, to engage with audiences using the latest media strategies and leverage the power of persuasive communication, advertising and brand storytelling. You will examine how best to create awareness and enhance the profile of products and companies in the commercial and cultural sector. Your work will benefit various types of brands, brand communities and consumer cultures. This degree is ideal if you seek to advance a career in Content Marketing, as a Marketing and Advertising Specialist, an Event Manager or a Digital Content Manager.

We are currently working towards accrediting this programme with the Chartered Institute of Marketing. Accreditation is foreseen to be achieved by March 2024.

City's postgraduate communications programme distinguish themselves by:

- A unique, curated design: as you will see in the Content section, each part of the course builds on the previous, so that your student journey – from foundational knowledge and skill building, through professional specialisation to practical application – is coherent and seamless.
- An emphasis on career skills and employability both in module content as well as authentic assessment forms, guest industry lecturers as well as the opportunity to do a professional placement.
- The opportunity to specialise in Professional Communication specialist sectors. These specialisations will change from year to year, but may include areas such as fashion communication, health communication, political communication or others such as non-profit communication, communication in the cultural sector and so on.
- Accreditation by the key professional associations: respectively, Chartered Institute of Public Relations and Chartered Institute of Marketing.

Aims

These programmes are designed to train you to be a versatile marketing communications or public relations and strategic communications professional who is both creative and strategic, connected to socio-cultural trends and in possession of the knowledge and skills to mobilise and change minds and behaviours. You will be ready to work as a communications professional in both large and small organisations or for any brand. You will be able to create compelling digital content, develop sustainable relationships with key stakeholders and foster inclusive and diverse communication spheres.

Furthermore, both degrees provide you with an opportunity to explore an aspect of professional practice in depth in the form of an extended independent project of original applied research and/or reflective creative practice. This project will form part of your professional portfolio (i.e. job

application materials) and serve as a springboard to help you (re)enter the workforce or even set up your own communications organisation or freelance consultancy.

We offer the following chart as a way to better understand the different foci of these two degrees and thus help you choose your pathway:

	PR & Strategic Comms	Marketing Comms
<i>Organisation type</i>	large organisations, Third sector (government, charities, NHS, higher education)	Any organisation with a commercial enterprise
<i>Purposes and types of work</i>	internal communication, press and media relations, reputational enhancement of organisation, mediation and conflict resolution, stakeholder awareness and information	product and brand awareness, brand profile enhancement, sales information, market research, consumer relations
<i>Audience</i>	public, local communities, associations, Third sector, B2B, press and media	consumers, industry associations
<i>Careers and job titles</i>	-PR Executive -Media Relations Officer -Internal Communications Coordinator -Social Media Community Manager	-Content Marketer -Advertising Executive -Sales Event Manager -Brand Marketing Manager

The part-time route of academic study is intended to provide those of you who have pressing family or work commitments with more time to reach the required level of study. The content of the course is the same as the full-time route. Part-time study occurs over two years.

Content

Both degrees are carefully curated and designed to feature three strands: (1) Foundations; (2) Specialisms; (3) Areas of Professionalisation and Employability.

(1) Foundations.

The first strand is common to both degrees. You will learn how organisations and businesses use communication to legitimise their actions. You will learn the psychological principles and advertising and other strategic communication forms required to persuade audiences and consumers. You will learn how to plan promotional campaigns using live briefs. And you will learn how to appraise, create and commission effective digital content to operationalise campaigns.

(2) Specialisations.

The foundation strand sets you up for your specialisation in either Marketing Communications or Public Relations and Strategic Communications.

Degree Pathway 1: Public Relations and Strategic Communications

The second part of your learning journey introduces you to core knowledge areas specific to Public Relations and Strategic Communications. You will learn how to generate publicity by working with journalists and influencers (media relations). You will learn how to manage organisations' and public figures' reputations, in normal contexts or crisis situations (reputation management). And you will learn how to curate online content and engage with online communities through social media management.

Degree Pathway 2: Marketing Communications

The second part of your degree introduces you to core knowledge areas in Marketing Communications. You will learn how to develop strategic and persuasive marketing communications campaigns for brands. You will learn how to use data insights to create persuasive advertising that tell brands' stories. And you will learn how to use applied and professional research to segment, target and engage specific categories of consumers.

(3) Areas of Professionalisation

Students on both pathways will be able to opt for one module in which you will apply the knowledge you have acquired on the course onto a professional area or sector. Your module choices for this area of professionalisation will change from year to year, but may include areas such as fashion communication, health communication, political communication or others such as non-profit communication, communication in the cultural sector and so on.

Complementarily, you will choose one module that will help you prepare for working in communications industries (for example, Professional Placement or Freelancing and Entrepreneurship in CCI) or an additional module from the range of core-electives.

You will furthermore bring to bear your acquired knowledge in an Independent project, which you undertake under the supervision of an academic member of staff. This project provides you with the opportunity to investigate a specialised professional area of marketing communication or PR and strategic communication. Your project will build upon the knowledge and skills of critical analysis and practice-based research, together with industry skills and knowledge to produce a convincing and distinctive thesis.

Registration Period

Minimum period of registration: 12 months.

Maximum period of registration: 24 months.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you will be expected to be able to:

Knowledge

MA Public Relations and Strategic Communications

- Synthesise the theoretical frameworks and substantive literature on a range of current developments in PR and communication studies.
- Manage the applied knowledge and professional procedures in PR and communication studies (e.g. PR campaigns and application of digital content messaging to fulfil reputation management objectives).
- Construct proper approaches to analyse key issues in PR and strategic communications and formulate insightful recommendations, in your coursework and class contributions.
- Target, segment, analyse and persuade audiences in effective ways
- Design and execute an applied research project or reflective, critical practice project in PR and strategic communications that is theoretically informed and substantively applied.

MA Marketing Communications

- Synthesise the theoretical frameworks and substantive literature on a range of current developments in marketing communications studies.
- Manage the applied knowledge and professional procedures in marketing communications (e.g. brand campaigns and application of digital content messaging to fulfil brand profiling objectives).
- Construct proper approaches to analyse key issues in marketing communications and formulate insightful recommendations, in your coursework and class contributions.
- Target, segment, analyse and persuade audiences in effective ways
- Design and execute an applied research project or reflective, critical practice project in marketing communications that is theoretically informed and substantively applied.

Skills

MA Public Relations and Strategic Communications

- Organise information to answer questions pertaining to public relations and strategic communications in different contexts.
- Evaluate and apply analytical frameworks in writing about professional practice in public relations and strategic communications.
- Produce clear and persuasive presentations.
- Manage collaborative and collegial group- and teamwork to effective ends.
- Create compelling audiovisual content in service of briefs
- Plan and develop an independent project in public relations and strategic communications research and/or practice.

MA Marketing Communications

- Organise information to answer questions pertaining to marketing communications in different contexts.
- Evaluate and apply analytical frameworks in writing about research and professional practice in marketing communications.
- Produce clear and persuasive presentations.
- Manage collaborative and collegial group- and teamwork to effective ends.

- Create compelling audiovisual content in service of briefs
- Plan and develop an independent project in marketing communications research and/or practice.

Values and attitudes

MA Public Relations and Strategic Communications:

- Respect your peers and value their work.
- Exhibit ethical and professional standards relevant to public relations and strategic communications and as dictated by your professional body (e.g. Chartered Institute of Public Relations).
- Apply the rules and regulations of City in your coursework, class conduct and contributions, including referencing the work of others.

MA Marketing Communications

- Respect your peers and value their work.
- Exhibit ethical and professional standards relevant to marketing communications and as dictated by your professional body (e.g. Chartered Institute of Marketing).
- Apply the rules and regulations of City in your coursework, class conduct and contributions, including referencing the work of others.

This programme has been developed in accordance with the QAA Subject Benchmark for Communication, Media, Film and Cultural Studies.

WHAT WILL I STUDY?

The programme is studied over 12 months full-time or 24 months part-time and is based at City throughout that time.

Students of both degrees take 6 compulsory modules, according to their pathway, for a total of 90 credits. Students must also choose one 15-credit core-elective from our range of professional communications modules. Students must furthermore either choose an employability (E) elective (15 credits) or choose a second module from the professional communication core-electives. All students complete an Independent project, which comprises 60 credits, and must pertain to your pathway: either PR and Strategic Communications or Marketing Communications. All students must complete a total of 180 credits.

Part-time students must complete four core modules in Year 1 (one of which must be MCM008 Persuasive Communication) for a total of 60 credits. In Year 2 they complete their two remaining core modules (for a total of 30 credits) as well as their two core-elective modules – one professional communications (PC) core-elective and one employability (E) core-elective – adding another 30 credits.

Taught modules for *MA Public Relations and Strategic Communications*

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Persuasive Communication	MCM008	15	Core	Yes	7
Pitching Campaigns	MCM009	15	Core	Yes	7
Digital Content Creation	MCM010	15	Core	Yes	7
Media Relations	MCM011	15	Core	Yes	7
Reputation management	MCM012	15	Core	Yes	7
Social media and community management	MCM013	15	Core	Yes	7
Fashion communication	MCM014	15	Core-Elective	Yes	7
Health communication	MCM004	15	Core-Elective	Yes	7
Political communication	MCM015	15	Core-Elective	Yes	7
Freelancing and Entrepreneurialism in CCI	COM100	15	Elective	Yes	7
Professional Placement	AMM425	15	Elective	Yes	7

Taught modules for MA Marketing Communications

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Persuasive Communication	MCM008	15	Core	Yes	7
Pitching Campaigns	MCM009	15	Core	Yes	7
Digital Content Creation	MCM010	15	Core	Yes	7
Branding and digital marketing	MCM016	15	Core	Yes	7
Applied advertising and storytelling	MCM017	15	Core	Yes	7
Digital consumers and markets	MCM018	15	Core	Yes	7
Fashion communication	MCM014	15	Core-Elective	Yes	7
Health communication	MCM004	15	Core-Elective	Yes	7
Political communication	MCM015	15	Core-Elective	Yes	7
Freelancing and Entrepreneurialism in CCI	COM100	15	Elective	Yes	7
Professional Placement	AMM425	15	Elective	Yes	7

Project component for both degrees

Project module

Module Title	SITS Code	Module Credits	Core	Compensation Yes/No	Level
Independent Project	MCM999	60	Core	No	7

The Independent Project module equips students with the necessary applied research methods and skills to complete an Independent Project under the supervision of a member of staff. The module specification and your assessment brief will spell out the concrete details, but you will have the options to complete a sustained work of e.g. (1) a substantial project of research and analysis of an issue or debate related to your programme of study; (2) a substantial project related to current professional practice (in either PR and Strategic Communications or in Marketing Communications) plus a reflective and analytical commentary that justifies the form and decisions taken in that project. The Independent Project must pertain to your degree pathway: either PR and Strategic Communications or Marketing Communications

HOW WILL I LEARN?

The educational aims are achieved via a mixture of lectures, seminars, (technical) workshops and group and/or individual tutorials. You are encouraged to undertake extensive reading and independent study in order to understand the topics covered in lectures and seminars and to broaden and deepen your knowledge of the subject.

Lectures are based around the discussion of key issues, case studies and practice in applying and evaluating concepts and perspectives. Seminars will focus on applications, scenario-based writing, problem-solving situations. You will also receive feedback on your ideas to encourage you to reflect on what you have produced.

Key learning and teaching resources will be put on the module website on Moodle. There may be other blended/online activities such as formative activities meant to check and strengthen understanding.

Self-directed learning hours are for independent study and account for the **minimum** amount of time you should spend studying independently. For example, carrying out research, practicing and reflecting on techniques learned in class, reading widely from the module bibliography but also around the subject to develop a deeper understanding, carrying out activities using Moodle, preparing your class participation, collecting and organising source material for your coursework (depending on the module this may range from e.g. reading secondary literature or could mean filming and editing), attending induction and career development workshops, working in groups to complete assignments and/or presentations, and completing individual assignments and other homework and planning and composing assessment work.

You receive support through a variety of systems. These include: the personal tutorial system; formative assessment and feedback, formal and summative feedback, individual tutorials in office hours, and supervisory arrangements for your Independent Project; and the wider system of support in the School, such as Student Engagement Team and Wellbeing; and the University, such as LEaD online resources. Guided reading (in the form of reading lists and readings on Moodle), applied research and/or technical skills help is provided. You are encouraged to attend research seminars and, of course, in Departmental and School social events.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

Assessment of the programme is via the submission of coursework for modules and an independent project. Authentic assessment is a hallmark of this programme. Wherever possible and appropriate, your assessments will expect you to produce presentations, pitches, professional content (e.g. PR campaigns or brand strategy documents) and other types of work related to your future employment, plus critical and analytical reflective essays that justify the creative decisions and strategic logics of these projects. 'Live briefs' and/or briefs designed or co-designed by industry may also be used by module leaders. For more detailed information, please see the individual module specifications and the individual modules' assessment briefs on Moodle.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully, providing a mechanism by which the quality of an assessment can be measured. A distinctive feature of the assessments is the blend of core skills (e.g. research, analysis, content creation etc.) and transferable skills (e.g. communication, teamwork, flexibility and problem-solving).

Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

Feedback will be provided in line with our Assessment and Feedback Policy. In particular, you will normally be provided with feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. For end of module examinations or an equivalent significant task (e.g. an end of module project), feedback will normally be provided within four weeks. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at: https://www.city.ac.uk/_data/assets/pdf_file/0009/452565/Assessment-and-Feedback-Policy...pdf

Beyond formal feedback on assessments you will also receive formative feedback, for example, in the form of feedback on seminar contributions and informal presentations. Peer feedback is also a hallmark of the programme. Please refer to module specifications for further details.

Assessment Regulations

In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits.

The Pass mark for each module is 50%.

If you fail an assessment component or a module, the following will apply:

1. Compensation: where you fail up to a total of 20 credits at first or resit attempt (15 for a Postgraduate Certificate), you may be allowed compensation if:
 - Compensation is permitted for the module involved (see the What will I Study section of the programme specification), and
 - It can be demonstrated that you have satisfied all the Learning Outcomes of the modules in the Programme, and
 - A minimum overall mark of no more than 10% below the module pass mark has been achieved in the module to be compensated, and
 - An aggregate mark of 50% has been achieved overall.

Where you are eligible for compensation at the first attempt, this will be applied in the first instance rather than offering a resit opportunity.

If you receive a compensated pass in a module you will be awarded the credit for that module. The original component marks will be retained in the record of marks and your original module mark shall be used for the purpose of your Award calculation.

2. Resit: where you are not eligible for compensation at the first attempt, you will be offered one resit attempt.

If you are successful in the resit, you will be awarded the credit for that module. The mark for each assessment component that is subject to a resit will be capped at the pass mark for the module. This capped mark will be used in the calculation of the final module mark together with the original marks for the components that you passed at first attempt.

If you do not meet the pass the requirements for a module and do not complete your resit by the date specified you will not progress and the Assessment Board will require that you be withdrawn from the Programme.

If you fail to meet the requirements for the Programme, the Assessment Board will consider whether you are eligible for an Exit Award as per the table below. For example, if you pass 60 credits, the Assessment Board can grant you the Exit Award of a Postgraduate Certificate (*PG Cert*); if you pass 120 credits, the Assessment Board can grant you the Exit Award of a Postgraduate Diploma (*PG Dip*).

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:

http://www.city.ac.uk/_data/assets/word_doc/0003/69249/s19.doc.

WHAT AWARD CAN I GET?

Master's Degree:

Following successful completion of the *MA* in PR & Strategic Communications or Marketing Communications you will have the ability to plan and evaluate all aspects of your field and apply these to your discipline specific context. You will have demonstrated the capacity to undertake and present a piece of original, independent applied research or reflective critical practice in PR & Strategic Communications or Marketing Communications (independent project).

	HE Level	Credits	Weighting (%)
Dissertation	7	60	33
Taught	7	120	67

Class	% required
With Distinction	70
With Merit	60
Without classification	50

Postgraduate Diploma:

Following successful completion of the *Postgraduate Diploma* in PR & Strategic Communications or Marketing Communications, in addition to the above you will gain a more advanced knowledge and in-depth understanding of these subject areas, from a variety of different perspectives and in order for you to broaden your expertise and skills. You will have developed a sophisticated appreciation of current issues in these industries together with the ability to evaluate a range of different approaches to them. You will also be able to evaluate critically complex arguments and their factual support, assess the value and relevance of the ideas of others and make reasoned judgements. You will have developed the ability to challenge received explanation of topics and controversies in your field. You will have the capacity to analyse and evaluate the approaches used by scholars as well as to judge how to operationalise best practice in industry.

	HE Level	Credits	Weighting (%)
Taught	7	120	100

Class	% required
With Distinction	70
With Merit	60
Without classification	50

Postgraduate Certificate:

For all of you completing the *Postgraduate Certificate*, you will be able to examine the theories related to all aspects of PR & Strategic Communications or Marketing Communications and synthesise and apply these to your discipline specific context as well as analyse the differences between contexts. You will possess sufficient knowledge of your chosen pathway subfield and have the ability to synthesise and apply that knowledge to contemporary debates on media and communications industries. You will be able to design PR and/or marketing campaigns that are engaging, challenging and relevant. You will gather appropriate information to answer questions pertaining to the PR and Strategic Communications or Marketing Communications industries and will be capable of accurate and critical analysis of research findings as well as critical reflection on your own professional practice.

	HE Level	Credits	Weighting (%)	Class	% required
Taught	7	60	100	With Distinction	70
				With Merit	60
				Without classification	50

EMPLOYABILITY AT CITY

WHAT KIND OF CAREER MIGHT I GO ONTO?

Public Relations, Strategic Communications and Marketing Communications are lucrative industries with exciting professional prospects. As industries, they are important contributors to national and global economies. Graduates of MA degrees in these disciplines work in all types of organisations (e.g. public institutions, non-profit entities, small businesses, large corporations), as in-house employed communication professionals, or in communication agencies or firms, for all types of clients, including local and central government, health, charity and education. Indicative professional titles include:

- **Digital content manager:** creates, improves and maintains a range of content to support an organisation's objectives. The content is created for digital channels, tailored according to publics' needs. Key skills: writing and analytical skills.
- **Social media community manager:** sets and implements social media and communications campaigns to align with marketing objectives. Creates and circulates written, video and audio content for social media accounts and is also responsible with managing online communities. Key skills: business writing, competitive analysis, content strategy, conversion rate optimisation.
- **Public relations (specialist, coordinator, account coordinator, account executive, assistant):** creates and maintains a positive reputation for the individuals, groups or organisations they represent. They are responsible with the organisation's communication overall strategy, for external publics (e.g. consumers, journalists, regulatory bodies, local communities etc.) and internal publics (e.g. employees, unions, etc.). Key skills: writing, research and analysis, strategic thinking, creative thinking, stakeholder relations (media relations, internal communication, public affairs).
- **Communications officer (specialist, coordinator, executive):** located in public and government institutions, they lead and deliver the co-ordination of consistent communications and engagement planning and messaging. Key skills: research, analysis, insight formulation, strategic thinking, stakeholder engagement and relationships, communication programme planning (e.g. campaigns, long-term communication programme).
- **Media relations specialist / Media officer:** facilitates professional relationships with journalists (handling enquiries, responding to all queries), prepares communications plans, press releases, statements and social media / digital content, distributes communications products (news releases, statements, commentary etc) to key media

stakeholders and on NIO social media / digital channels, monitors all news and digital media channels, tracking and evaluating developing news stories and providing updates to relevant stakeholders. Key skills: written and oral communication, planning and organisational skills.

- Content marketer: researches, plans, creates, and distributes content for businesses of all sizes. The goal of a content marketer is to attract leads and turn them into customers through educational, valuable content. Key skills: video, audio, writing, analytics, SEO, copywriting, storytelling, content strategy, editing skills, proofreading, content design.
- Marketing and advertising specialist: manages an organisation's advertising activities and staff members to develop consistent brand-specific ad campaigns (including website, social media, and search campaigns); plans, coordinates and monitors performance of paid advertising campaigns; tracks analytics data and optimises campaign performance; builds and maintains relationships with relevant digital platforms. Key skills: analytical, communication, planning, decision-making, organisational and leadership skills.
- Event management specialist: plans and organises promotional, social and social events; ensures the target audience is engaged and the message of the event is marketed appropriately. Key skills: organisational skills and attention to detail; communication and interpersonal skills; negotiation and time-management skills; budget and project management skills.

For more information on the Careers support available at City, please go to:

<https://www.city.ac.uk/careers/your-career>

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

Students have the opportunity to take a Professional Placement module in which they gain work experience. Please note that Placements are *not* guaranteed. There is no guarantee of participation on the Placement module nor any guarantee of a placement with any particular company or organisation. The primary agent for sourcing a placement is the student (with the support of the Placement module leader, the Careers and the School placements team).

Both pathways offer students the opportunity to access City Careers Service.

WILL I GET ANY PROFESSIONAL RECOGNITION?

Yes, taking either of these degrees allows you to apply for a professional recognition by the professional body in your field.

MA Public Relations and Strategic Communications:

- You will be taking a degree that is currently seeking accreditation with the Chartered Institute of Public Relations. The programme follows the key requirements of this professional body, through the key theories and skills it develops.

- Once accredited, the successful completion of a CIPR-recognised degree programme in public relations fulfils the academic requirements for individual practitioners seeking Associate Membership of the Institute.

MA Marketing Communications:

- You will be taking a degree that is currently seeking accreditation with the Chartered Institute of Marketing. The programme follows the key requirements of this professional body, through the key theories and skills it develops.
- In particular, once accredited, our course would fulfil the Learning Outcomes of CIM for Level 4, so that you will need to take only one (rather than three) modules from CIM to achieve the Certificate in Marketing or two (rather than four) modules for the Diploma in Marketing. Your costs to achieve these professional qualifications will also be significantly reduced. These module exemptions will be available to you up to five years after graduation. You can purchase an annual student membership at a reduced price to access a wealth of online resources and you will also have access to CIM services such as webinars and online employability events.

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Information is provided subject to Terms and Conditions for study at City, University of London.