CIM
Accredited
Study Centre

CIM accredited marketing courses.

# Employer guide.

## Build confident marketers. Deliver better marketing.



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# Welcome.

**In today's fast-evolving marketing landscape, staying ahead means more than keeping pace with change - it means building internal confidence, competence, and capability. Whether you lead marketing, HR or an entire business, this guide is for you.**

## Who should read on:

- Marketing leaders looking to build high-performing teams
- HR professionals seeking strategic upskilling opportunities
- SME owners and directors balancing cost, capability, and business growth



**"Employees who get professional development opportunities are 15% more engaged and have 34% higher retention than those who don't."**

Recent Better Buys Survey

## Why marketing training matters more than ever.

Marketing has changed – rapidly. Skill gaps are widening, recruitment costs are rising, and campaigns demand sharper strategy and execution. The organisations succeeding today are those investing in people, not just platforms.

In today's fast-evolving marketing landscape, staying ahead means more than keeping pace with change - it means building internal confidence, competence, and capability. Whether you lead marketing, HR or an entire business, this guide is for you.

It's designed to give you the insight and clarity you need to make smart decisions about your team's development and your business's future.

## Here's what you'll take away:

- Clarity on the benefits of strategic marketing training
- Insights into common upskilling challenges (and how to overcome them)
- Details of our CIM-accredited courses and flexible training options
- Real examples of impact and transformation

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# The benefits of upskilling with TMLA.

**We don't just teach marketing. We build confident marketers who create real business change.**

When your people grow, your business grows with them. Whether you're looking to sharpen campaign performance, align team thinking or reduce reliance on outsourced support, effective training delivers lasting returns. With TMLA, that means practical, flexible, CIM-accredited learning that translates into day-to-day results your whole team will feel.

**"Since starting the course, I've gained a much deeper understanding of the wider marketing landscape. It's really helped me see how all the different pieces fit together, which in turn has made me feel more confident and capable in my day-to-day work."**

Content Marketing Executive
Level 4 TMLA Student



1 **Boost retention**

Investing in growth shows employees they're valued.

2 **Improve campaign performance**

Upskilled teams deliver stronger, faster results.

3 **Build internal capability**

Reduce outsourcing and develop sustainable in-house expertise.

4 **Increase alignment**

Training supports shared understanding and strategy across teams.

5 **Fuel confidence**

Confident people make braver decisions and create better work.



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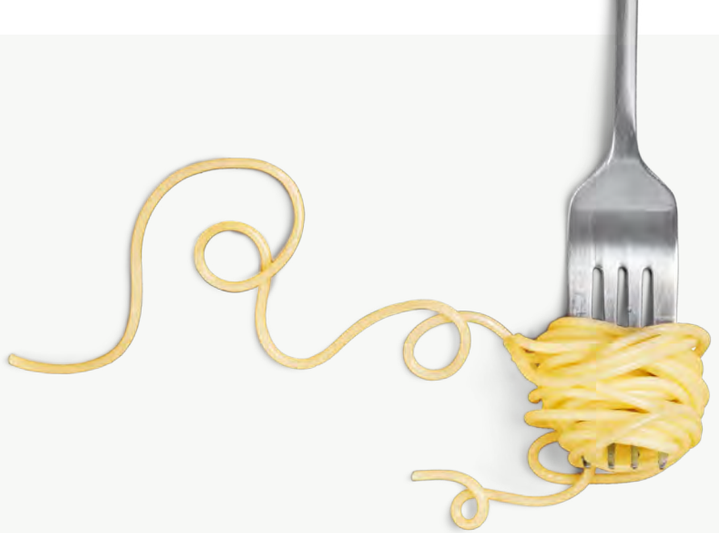
# Is your business facing the below challenges?

**Let's be honest - training isn't always simple. We get it.**



### Lack of time
Teams are busy, and traditional training often disrupts workflow.

### Uncertainty over ROI
Will it really lead to better outcomes?

### Fragmented skills
Everyone's learning on the job, but not always in the same direction.

## Training that works with you - not against you.

We've designed our programmes to be flexible, practical and directly aligned to business impact.

We partner with employers to take the complexity out of training and replace it with clear, measurable outcomes. Our learning isn't theoretical box-ticking; it's applied, commercial and outcome-driven. We focus on skills your team can use straight away so you see visible impact in marketing performance, team confidence and alignment.

With TMLA, you're not just enrolling your team on a course. You're investing in growth, performance and long-term impact. That's what better marketing starts with – people who are empowered to make it happen.

To keep things simple, we offer multiple start dates throughout the year, so you can choose the timing that works best for your business.

## Buy now, train later.
Simple, flexible investment

Training budget left to use? Want to plan ahead? As an employer, you can buy TMLA training credits now and redeem them across our course portfolio at a time to suit you.

- Streamlined budgeting
- Flexible redemption
- Supports proactive workforce planning



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# Real-world expertise driving your team's success.

**Our leadership team shares a clear purpose: to make marketing a force for good in business and society.**

They don't just teach – they lead one of the UK's top behaviour change marketing agencies, MacMartin. Their work with global brands and public sector organisations keeps them ahead of industry trends.

This real-world experience means your team won't just learn theory. They'll gain practical insights they can apply straight away to drive results in your business.

Ready to invest in training that delivers measurable impact? Equip your employees with skills that make a difference.



### Claire MacDonald

Claire leads curriculum development and works closely with tutors to ensure high-quality teaching and a standout learning experience.



### Anna Hutton

Anna builds industry partnerships that connect students with real-world insights and opportunities to enrich their education.



### Lee MacDonald

Lee ensures every student feels supported and empowered, creating a learning environment focused on confidence and success.



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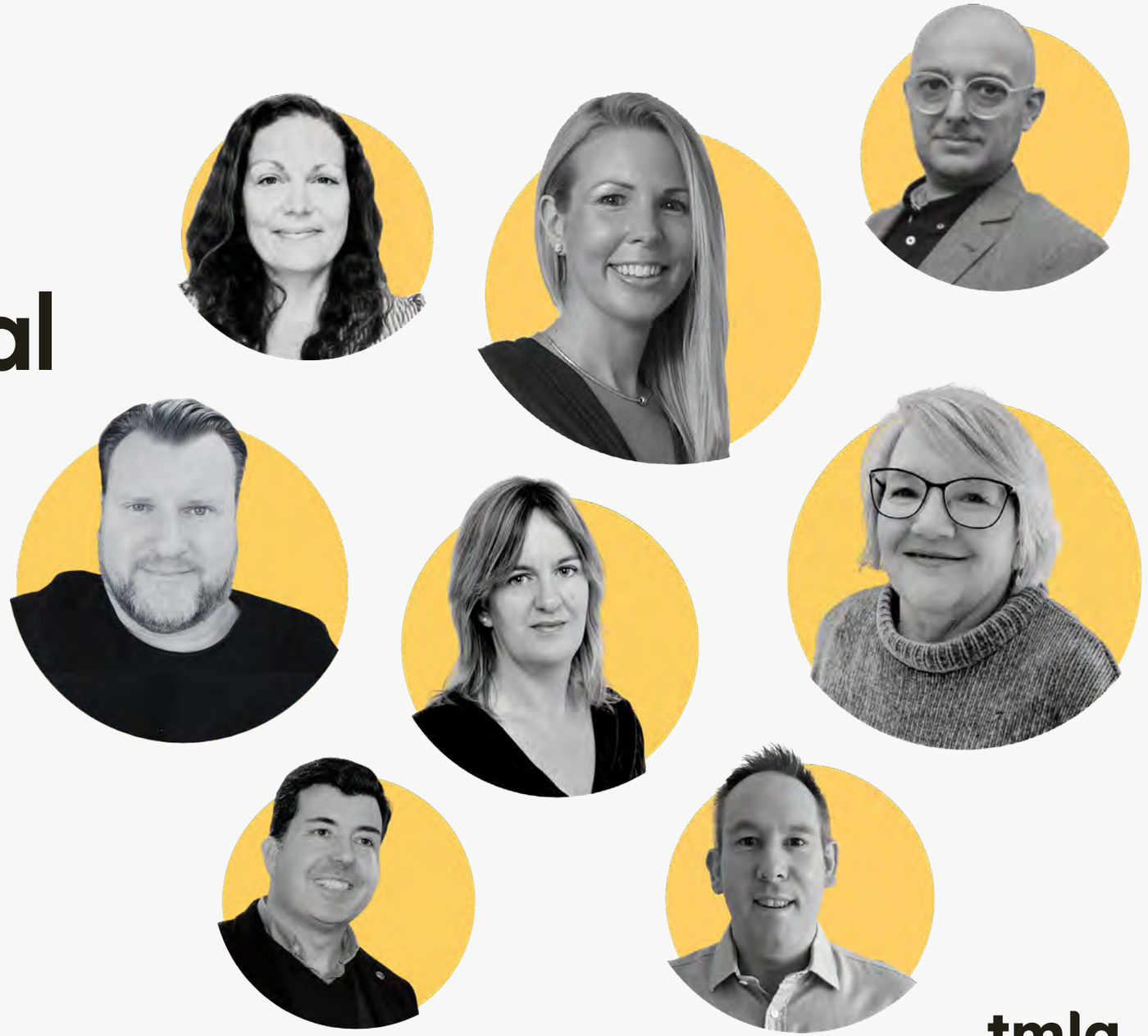
# Award-winning tutors equipping your team for real impact.

Our tutors are seasoned marketing professionals, not just academics. They've delivered successful campaigns for global brands and ambitious startups alike.

They know the pressures your team faces because they've been there themselves. Many have launched major campaigns for brands like Mars, Twinings, Lucozade, and The Telegraph, and led strategy for organisations including Telstra, Suncorp, ICAEW, and Women's Aid.

When your employees learn with us, they gain practical skills, up-to-date knowledge, and the confidence to put it all into action straight away – helping your business grow faster.





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CIM accredited marketing training.

# Our courses.

At TMLA, we offer globally recognised Chartered Institute of Marketing (CIM) qualifications, specialist short courses and government-funded bootcamps - each designed to work for you, your team and your business. If you're looking for something tailored, we also create **bespoke programmes** aligned to your objectives, industry, and team needs. Delivered online, in person or blended, we'll work with you to find the right fit.

## 8 Week Marketing Accelerator Bootcamp

An intensive, hands-on course designed to build real-world marketing skills fast. Covering marketing strategy, audience insight, SEO, social media, integrated campaign planning and more. Learners gain confidence with tools, tactics and campaign delivery. The bootcamp is designed for people who already have some marketing responsibility but want more insight behind what they do.

## Short Courses & Specialist Awards

Focused, flexible and built for impact. These short courses help individuals and teams upskill quickly in key areas like SEO, content, AI and campaign planning. Designed for immediate application, each course carries CIM credits—offering short-term results and long-term value.

## L4 CIM Certificate in Professional & Digital Marketing

Build core marketing skills across content, SEO, social and campaign planning. This qualification is ideal for those early in their marketing career or looking to formalise experience. Delivered flexibly in short modules, each with practical, workplace-ready outcomes.

## L6 CIM Diploma in Professional & Digital Marketing

Designed for marketers moving into strategic roles. This diploma develops skills in marketing strategy, brand, AI, commercial thinking and customer journey optimisation. Ideal for managers ready to lead with confidence and align marketing with wider business goals.



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For early-career marketers or team members stepping into marketing roles.

## 8 Week Marketing

# Accelerator Bootcamp

**Course duration:**
8 weeks

**Format:**
1 full day face to face per week and a 2.5 hour webinar on week 3 and 7

**Visit our website for details.**

## Course cost.

£2,900 + VAT tuition fees are payable to TMLA before starting your course. This includes CIM membership for 12 months, plus the CIM exam fee for the CIM Award in Content Marketing.

**Marketing moves fast, but strong marketing still starts with clear thinking: understanding people, creating value, communicating with purpose, and learning from results.**

This 8-week bootcamp is designed to help learners build practical, confident digital marketing skills that learners can apply directly in their role.

Across the programme, they'll explore how modern marketing creates **impact**, builds meaningful **connection**, and drives measurable **momentum**.

The bootcamp is designed for people who already have some marketing responsibility but want more structure, confidence, and formal knowledge behind what they do.

Whether they work in B2C, B2B, or the not-for-profit sector, learners will be encouraged to connect each topic to their own organisation and real workplace challenges.

As part of the programme, learners will also have the option to work towards a CIM Award in Content Marketing, giving them the opportunity to gain a recognised professional qualification alongside their practical bootcamp learning. Dedicated content marketing and exam revision webinars will help consolidate their knowledge and prepare with confidence.

By the end of the bootcamp, they'll be better equipped to make smarter marketing decisions, communicate ideas clearly, and approach campaigns with more purpose, creativity, and confidence.

## Course content.

- Marketing Strategy
- Audience Insight
- Brand & Positioning
- Content Marketing
- Websites & Conversion
- Organic Search
- Social Media Marketing
- Email & CRM
- Exam Revision
- Analytics & Integration



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# CIM Short Courses

## & Specialist Awards

**Course duration:**
6 weeks

**Format:**
Online live 2.5 hour lessons, one evening per week

**Visit our website for current prices.**

Short Courses and Specialist Awards are ideal for teams or individuals needing fast, focused upskilling in key areas of marketing. These bite-sized, high-impact courses deliver real-world results; whether you're closing a skills gap, tackling a business challenge, or investing in development without disrupting daily operations.

Designed with marketing practitioners and academic experts, each course is both credible and instantly applicable.

All courses are credit-bearing, so learners can build towards a recognised qualification over time, offering flexibility now and value later.

## Why employers choose short courses.

- **Immediate return on investment** – employees can apply learning straight away
- **Minimal time requirement** – typically completed in a matter of weeks
- **Strategic agility** – train for emerging trends and business shifts
- **Professional progression** – courses align with full CIM qualifications
- **Confidence-building** – boosts individual morale and team capability

**For marketers at any level, with courses tailored to experience and expertise.**

## Level 4 short courses.

For early-career marketers.

### Integrated Campaigns

Examines how integrated campaigns connect channels, content, and customer insight.

### Social Media Marketing

Focuses on how to build engaged online communities and use social platforms to drive authentic interaction.

### Content Marketing

Shows how to develop compelling content that supports your brand and delivers clear marketing results.

## Level 6 short courses.

For mid-level and senior professionals.

### Societal Impact

Explores how marketing supports meaningful social and environmental change.

### AI Marketing

Prepares students to respond to AI developments with confidence and use emerging tools to support marketing.

### Customer Journey Optimisation

A strategic, data-led approach to mapping and improving customer journeys across key touchpoints.

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For early-career marketers or
those new to the field.

# CIM Level 4 Certificate

## in Professional and Digital Marketing

**Course duration:**
Approximately 9 – 12 months

**Module duration:**
6 - 8 weeks per module, 4 modules

**Format:**
Online live 2.5 hour lessons, one evening per week

**Start dates:**
We offer a choice of four start dates: September, January, March or May

**Breaks:**
Courses pause over summer

**Visit our website for current prices.**

## Overview.

The CIM Certificate in Professional and Digital Marketing is a comprehensive programme designed to equip aspiring marketing professionals with the essential skills and knowledge needed to excel in the dynamic world of marketing. This qualification is ideal for individuals seeking to enhance their marketing expertise, advance their careers, or start a new journey in the field of marketing.

## Outcomes.

- Builds core skills
- Enables more effective campaign delivery
- Reduces reliance on agencies or ad hoc learning

## Modules.

### Marketing Impact

Covers the core principles needed to plan, deliver, and assess marketing strategies that support business growth.

### Planning Integrated Campaigns

Builds the skills to plan and run multi-channel campaigns with clarity, purpose, and measurable outcomes.

### Content Marketing

Shows how to develop compelling content that supports your brand and delivers clear marketing results.

### Social Media Marketing

Focuses on how to build engaged online communities and use social platforms to drive authentic interaction.



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# CIM Level 6 Diploma

## in Professional and Digital Marketing

**Course duration:**
Approximately 9 – 12 months

**Module duration:**
6 - 10 weeks per module, 4 modules

**Format:**
Online live 2.5 hour lessons, one evening per week

**Start dates:**
We offer a choice of four start dates: September, January, April or June

**Breaks:**
Courses pause over summer

**Visit our website for current prices.**

## Overview.

The CIM Diploma in Professional and Digital Marketing is ideal for Marketing Managers looking to enhance their strategic marketing and management skills. The equivalent to an undergraduate degree, this qualification provides industry knowledge and a solid understanding of the latest marketing trends, equipping students to successfully implement strategic marketing initiatives. This qualification is ideal for experienced individuals seeking to advance their careers.

## Outcomes.

- Builds strategic thinking and decision-making
- Equips learners to align marketing with business goals
- Drives measurable performance

**For mid-level and senior professionals moving into strategic roles.**

## Modules.

### Strategy and Planning

Equips students to carry out detailed marketing audits, interpret market trends, and shape strategic plans that support business growth.

### Societal Impact

Helps businesses grow sustainably by aligning marketing with social, environmental, and ethical goals.

### Customer Journey Optimisation

Introduces a strategic, data-led approach to mapping and improving customer journeys across key touchpoints.

### Brand Proposition

Explores how to create and manage brand propositions, including purpose, equity, and positioning, to connect with audiences and add value.

### AI Marketing

Prepares students to respond to AI developments with confidence and use emerging tools to support marketing strategy and execution.



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# Ready to invest in confident marketers and better marketing?

We're here to help you find the right training pathway for your team - whether that's a recognised qualification, a focused short course, or something bespoke to your business.



## Contact Lee

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Let's build capability, confidence and results - together.

**Gain knowledge.**
**Create change.**
**Visit tmla.co.uk**