



DIPLOMA

2019 Intakes: April 2019 | September 2019

Course Tutors: Abby Dixon, Nic Sanders, Jill Lorimer and more.

Over the last year the IPM Diploma has been fully renovated and updated to include brand new modules, more lecture & workshops days and more learner support to ensure you get the absolute most out of qualifying with the IPM.

Overview

The IPM Diploma is considered by the industry itself to be the best possible grounding for those responsible for running promotions of any sort.

March 2018 saw the first intake of IPM Diploma candidates studying a syllabus which has been fully updated to ensure we continue to be the leading provider of quality qualifications in specialisms such as Shopper, Experiential and Partnership Marketing.

You'll complete a series of three units, each with their own assignment and the IPM's Legal Code Certification (LCC) over a nine month period.

The qualification has three regular submission points to ensure you're staying on top of your learning, giving you the opportunity to receive feedback along the way to learn and improve for future unit submissions.

Aim

The IPM Diploma provides you with a thorough and robust understanding of all things Promotional Marketing and the specialisms within. It's a qualification that we're proud to say is **industry recognised**.

It is the aim of the IPM Diploma to **increase standards** of professionalism in the industry and provide a benchmark for employers.

The IPM Diploma will give you the knowledge necessary to:

- Appreciate the role of Promotions in Integrated Marketing Communications
- Ensure you are approaching briefs with the right strategy
- Plan, instigate and manage effective Promotional Marketing concepts with confidence
- Effectively brief and co-ordinate the various elements and suppliers involved in Promotional Marketing campaigns
- Understand the importance of Account Management and Negotiation Skills and how to utilise these to get the absolute best out of the work you do

Who's it for?

The IPM Diploma is designed for agency and promoter personnel involved in devising, developing and running promotional campaigns to provide a solid platform on which to build experience and future learnings.

We expect you to have at least two years experience in the industry to ensure you get the absolute best out of the IPM Diploma.

Content

Unit 1

The Role of Promotions within Marketing Strategy & IMC

- The Role of Promotions in IMC
- Strategic Thinking & Evaluation to Deliver Commercial Goals
- Positioning
- Understanding Objectives
- Understanding the Consumer using Insight
- Understanding Audiences, Their Buying Behaviour & Channels

Unit 2

Promotional Mechanics, Implementation & Legal Considerations

- The Promotional Techniques
- Digital Channels & Mechanics
- Experiential Marketing
- Shopper Marketing
- Partnership Marketing
- Legal Code Certification (LCC)
- Procurement

Unit 3

Role of Account Management & Responding to the Client Brief

- Client Account Management
 - Creativity
 - Operational & Risk Management
 - Understanding a Brief and How to Respond
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Included

As well as your course notes, you'll have the following included in your studies for the IPM Diploma;

- **Increase in face-to-face days** – Five supporting days full of lectures and workshops to ensure you've really got a grasp of the content and that you'll be ready to complete your assignments with confidence. These will take place in Central London and are not compulsory but are recommended.
 - **Support from the IPM** – We have a pool of industry expert tutors, markers and mentors who are here to give you a hand during your studies. This of course is not forgetting the IPM Learning Team who'll be your first point of contact for any queries you have.
 - **Exclusive case studies** – As well as all your course notes, you'll have access to exclusive IPM Award winning case studies to help you visualise your learnings with the use of real life examples.
 - **Online learning** – All your course materials are fully accessible online through our exclusive e-learning platform.
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Course Dates

Intake 1

Course Starts	4 th April 2019
Unit 1 Training Day 1	25 th April 2019
Unit 1 Training Day 2	26 th April 2019
Unit 1 Assignment Deadline	27 th June 2019
Unit 2 Training Day 1	17 th July 2019
Unit 2 Training Day 2	18 th July 2019
Unit 1 Feedback	22 nd August 2019
Unit 2 Assignment Deadline	19 th September 2019
Unit 3 Training Day	10 th October 2019
Unit 2 Feedback	14 th November 2019
Unit 3 Assignment Deadline	12 th December 2019
Results	6 th February

Intake 2

Course Starts	26 th September 2019
Unit 1 Training Day 1	17 th October 2019
Unit 1 Training Day 2	18 th October 2019
Unit 1 Assignment Deadline	19 th December 2019
Unit 2 Training Day 1	9 th January 2020
Unit 2 Training Day 2	10 th January 2020
Unit 1 Feedback	13 th February 2020
Unit 2 Assignment Deadline	12 th March 2020
Unit 3 Training Day	2 nd April 2020
Unit 2 Feedback	7 th May 2020
Unit 3 Assignment Deadline	4 th June 2020
Results	30 th August 2020

To Book

APMC Members will receive an **exclusive discount** on the IPM Diploma, when booked through the APMC.

To find out more and to book please contact Karen via email karen@apmc.ie or call on 01 2848401
