



# Foundation Certificate

**2019 Intakes: March 2019 | July 2019**

Course Tutors: Nic Sanders and James Wilkinson Green

The all new IPM Foundation Certificate has been designed to give candidates the best possible introduction and grounding in the Promotional Marketing industry.

## Overview

Comprising of three essential knowledge units, candidates complete the course online, **in just four months**. Units are assessed with either a multiple choice test or a written assessment.

The IPM Foundation Certificate **is now supported by three complementary lectures**, designed to immerse the candidate in each unit.

## Aim

To give candidates a thorough, and working understanding of;

- The **Promotional Marketing** industry as a whole
- The **Audiences and Channels** with which they work on a daily basis in their current roles
- The **Legal & Code** aspect of all Promotions and the importance placed on these

## Who's it for?

Candidates are welcome from both within, and outside of the Promotional Marketing industry. The IPM Foundation Certificate is aimed particularly at **those at the beginning of their Promotional Marketing careers** or those with an **active interest** in Promotional Marketing.

## Content

### Unit 1

#### Promotional Marketing and its Role in IMC

**Once you have completed this unit you will have an understanding of:**

- Marketing, brand marketing and promotional marketing and how they fit together
- What promotional marketing is used for today
- The most commonly used promotional techniques

#### Modules;

- What is brand marketing?
- The Marketing Mix
- An Introduction to Promotional Marketing
- The Promotional Techniques

### Unit 2

#### Understanding Audiences & Channels

**Once you have completed this unit you will have an understanding of:**

- The importance for marketers of having a clearly defined target audience
- How that understanding helps with choice of channel
- The other factors that influence that choice

#### Modules;

- Understanding Target Audiences
- Understanding Channels
- Other Factors Influencing Choice of Communication Channel

### Unit 3

#### Legal Code Certification (LCC)

**Once you have completed this unit you will have an understanding of:**

- Why we have regulations
- What they are – on both a legal and self-regulatory basis
- What the implications are for constructing compliant promotions, and, how to write safe and effective T&Cs

#### Modules;

- The ASA & Self Regulatory Code
- Promotions Law
- Other Law that can affect Promotions
- Writing T&Cs

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## Course Dates

### Intake 1

Course Starts	13 <sup>th</sup> March 2019
Unit 1 Breakfast Lecture	20 <sup>th</sup> March 2019
Unit 1 Submission	10 <sup>th</sup> April 2019
Unit 2 Breakfast Lecture	17 <sup>th</sup> April 2019
Unit 2 Submission	8 <sup>th</sup> May 2019
Unit 3 Breakfast Lecture	15 <sup>th</sup> May 2019
Unit 3 Submission	5 <sup>th</sup> June 2019
Results	19 <sup>th</sup> June 2019

### Intake 2

Course Starts	10 <sup>th</sup> July 2019
Unit 1 Breakfast Lecture	16 <sup>th</sup> July 2019
Unit 1 Submission	7 <sup>th</sup> August 2019
Unit 2 Breakfast Lecture	14 <sup>th</sup> August 2019
Unit 2 Submission	4 <sup>th</sup> September 2019
Unit 3 Breakfast Lecture	11 <sup>th</sup> September 2019
Unit 3 Submission	2 <sup>nd</sup> October 2019
Results	16 <sup>th</sup> October 2019

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## To Book

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

**To find out more and to book please contact Karen via email [karen@apmc.ie](mailto:karen@apmc.ie) or call on 01 2848401**

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