

Certificate in Professional Marketing

Mandatory Module: Integrated Communications

Through the [CIM website](#) you have free access to a large range of journals and reports.

This document signposts articles, journals, web pages and a range of other material that is relevant to this module. We have divided it into the different learning outcomes to help you on your learning journey.

Unit 1: Internal marketing

Learning outcome 1: Know how to build cross-functional relationships

Learning outcome 2: Understanding how to harness resources to deliver effective marketing solutions

Unit 2: Value proposition

Learning outcome 3: Create effective communications to deliver value to customers

Learning outcome 4: Understand product and brand management

Unit 3: Marketing communications

Learning outcome 5: Understand the components of the marketing communications mix

Learning outcome 6: Develop integrated marketing communications

The official module guide

Your module guide is available to access via [My CIM](#) under the **Your ebook** tile.

The links were all checked as of August 2018. If any are broken please e-mail the details knowledge@cim.co.uk for resolution or alternatives. These resources are designed to be updated on a regular basis; there is a version number in the footer.

Access to resources

This resource guide is designed to help you access pertinent material suitable for your studies. The material is available to you via the CIM website and the wider internet. The CIM website not only has a wealth of material within the Content Hub but via MyCIM, the member only area, there are links to Ebsco, Emerald, Ebook Central and Marketing Expert that are databases of journals, reports, templates, fact sheets and books on many topics relevant to your studies and your working life. You may also find online access to CIM's quarterly award-winning publication *Catalyst* with exclusive content written by thought-leaders on a wide range of contemporary challenges and topics. All of this is included in your membership subscription for your study and personal use.

When logged into MyCIM you will find links to the full range of resources.

NB if you are accessing MyCIM from a university or college you may find the CIM collections are unavailable and you will only be able to access your own colleges selection of material. All our collections will have a CIM logo present and to access you may need to find an alternate IP address.

To access links in this file:

Articles and reports

There are links to material in both the Emerald and Ebsco collections. Open the relevant database from the MyCIM Studying tab and leave open in the background. In most cases there will be a direct link to the item given, but occasionally publishers on Ebsco do not allow this and instead we will mark with ~. The best alternate route of access is to navigate via the publication, then choosing the year, the volume and browsing for the article.

CIM website

Our website is packed with a range of articles and webinars available via the Content Hub as well as practical guides, topic guides and templates within our newly refurbished Marketing Expert. Where material is exclusive to CIM members, you will be asked to log in.

Ebook Central

Ebook Central, previously called MyLibrary, is filled with fantastic books that are pivotal to excelling in your studies. You can access Ebook Central from MyCIM and leave open in the background to enable links to books or directly to relevant chapters, to open. To enable additional services from Ebook Central (downloading, printing, borrowing) you will need to set up a personal account on the platform.

Journals

Alerts can be set up on Ebsco and Emerald to advise when a new edition has been added to the collection. The user guide (link below) will give further instructions on setting up the alerts.

General websites

Where we have found other relevant material, we will link to it and we will indicate if you need to register. All registrations in this case would be free but we cannot take responsibility regarding the registration.

Our user guide for accessing online electronic resources is available on the [Marketing Library Resources](#) page. Alternatively, please contact the Knowledge Services Team on knowledge@cim.co.uk or call +44 (0)1628 427333.

Unit 1: Internal marketing

Learning outcome 1: Know how to build cross-functional relationships

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Although a little old now is a useful starting point

JOURNALS

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Journal of Communication Management – published by Emerald
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Campaign - published by Haymarket available on Ebsco
<http://search.ebscohost.com/login.aspx?direct=true&db=plh&jid=1JZ&site=ehost-live>

Campaign Asia-Pacific - published by Haymarket available on Ebsco
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Unit 1: Internal marketing

Learning outcome 2: Understanding how to harness resources to deliver effective marketing solutions

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Unit 2: Value proposition

Learning outcome 3: Created effective communications to deliver value to customers

DEFINITIONS

UGC – User generated content

CVP – Customer value proposition

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Unit 2: Value propositions

Learning outcome 4: Understand product and brand management

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Unit 3: Marketing communications

Learning outcome 5: Understand the components of the marketing communications mix

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Unit 3: Marketing communications

Learning outcome 6: Develop integrated marketing communications

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