

IDM benefits for LCCI Students

Are you a Pearson LCCI student, either studying for a Level 3 Marketing qualification, or have already completed your studies? If so, we're delighted to tell you about a number of discounts and progression routes to IDM further study.

The IDM will offer entry to any of the following Level 4 Awards*, following successful completion of any of the LCCI Marketing Certificates listed below:

Pearson L3 LCCI Qualification		IDM Level 4 Online Course and Certification
Pearson LCCI Level 3 Certificate in Modern Marketing Principles (VRQ) Or Pearson LCCI Level 3 Certificate in Business Principles and Enterprise (VRQ) Or Pearson LCCI Level 3 Certificate in Sales and Account Management (VRQ) Or Pearson LCCI Level 3 Certificate in Customer Experience and Communications (VRQ) Or Pearson LCCI Level 3 Certificate in Digital Marketing and Analytics (VRQ) Or Pearson LCCI Level 3 Certificate in Public Relations and Media Relations (VRQ)	Allowing entry onto any of the following:	Level 4 IDM Award in Digital Marketing
		Level 4 IDM Award in Data-Driven Marketing
		Level 4 IDM Award in Direct Mail
		Level 4 IDM Award in Data & Analysis

Discounted IDM Fees for LCCI Marketing students

IDM Qualification	Registration Fee	Discount	LCCI students pay
Any IDM level 4 Award (listed above)	£295 (plus VAT)	£170	£125 (plus VAT)

“ I learnt so much in one day that I’ll take back to my role to make myself more efficient and strategic.”

Katie Baxter, i-to-i TEFL

IDM Fact File

The IDM is a specialist training partner in filling digital and data-driven marketing skills gaps and setting our graduates apart. Qualifications are devised and delivered by experienced marketers. IDM support, encourage and improve performance through development programmes that help aspiring marketers be the best they can be. They are a not-for-profit organisation, continuously reinvesting profits back into further education, aiding the development of next generation marketers.

Why study for an IDM qualification?

Here are 3 great reasons:

A prestigious qualification

- In 30 years, IDM has worked with over 100,000 students, in over 30 countries
- IDM builds practical skills, professional confidence and aspiring careers
- Programmes delivered by experts

Increased employability

- Students are appropriately skilled for their future job
- They are able to deliver to a high standard
- They can progress into a range of roles and further training

Filling the marketing skills gap

- IDM students ready for roles where there is a skills shortage
- Skilled in digital marketing, data-driven marketing and analysis
- Able to meet employer demand

How to register for discounted IDM qualifications

To access IDM discounts, and to register for IDM Level 4 qualifications, register your students here:

www.theidm.com/idm-awards-pearson

For help with registration, email:

progression@pearson.com

“

Brilliant course, something for most levels from line management to CEO. Definitely implicit in my day to day work”.

Adam Krusts,
Membership Engagement Coordinator,
Royal College of Physicians