



DEVELOPING THE PEOPLE WHO POWER YOUR BUSINESS



QUALIFICATIONS, APPRENTICESHIPS AND BESPOKE TRAINING IN
SALES | MARKETING | MANAGEMENT AND LEADERSHIP | CUSTOMER SERVICE | PERSONAL EFFECTIVENESS

WELCOME TO PROFESSIONAL ACADEMY

**At Professional Academy, the first question we ask is not
“What do you want to learn?” but “What do you want to achieve?”.**

For us, professional development is about what happens next – what you will gain from our training over the long term. For businesses, that might be a better-motivated team, improved performance or a more profitable operation, and for the individual, the skills and confidence to realise your true potential.

We deliver the complete package – custom-designed learning and development programmes, exceptional trainers, one-to-one support and the most advanced online learning management system available.

We provide skills-based training, accredited professional qualifications, apprenticeships and bespoke Diploma in Business Excellence programmes. No other training company, academic institution or technology provider can offer all this.

Training is our business, but people are our passion. Put your trust in us and we will show you how exceptional your people can be.

Martin Hutchins
Managing Director



“ Professional Academy provided excellent trainers and content, fantastic online learning support and have gone above and beyond in every aspect. I cannot praise Professional Academy enough for their commitment to their clients.”

JESSICA REGAN
HEAD OF EXEC SUPPORT, RESTORE
DATASHRED



WHAT WE OFFER

The range of services we provide is summed up in our ADDS methodology – Assess, Develop, Deliver and Support.

Whether you want to use our expertise in just one of these areas or need us to provide the complete package, we work in partnership with you to deliver maximum value for your investment in learning and development.



Assess

We carry out a complete assessment, analysing your business needs, competency frameworks, skills gaps and potential training ROI. It's free, there's no obligation to work with us and we will recommend only what you really need, whether it's something we offer or not.

Develop

We excel at devising the most effective way to reach your learning and development goals. From accredited qualifications, skills-based training and training your trainers to developing a learning management system or fostering a learning culture, the world is your oyster.

Deliver

From online e-learning to face-to-face workshops, our complete flexibility and faultless logistics make delivering learning and development a painless process. Thanks to a worldwide network of skilled trainers, we can deliver training in any country and any language.

Support

Even if we're not your primary training provider, you can still make use of our market-leading support network. From one-to-one tutoring and supporting your HR and L&D teams, to running a branded training academy, our training expertise is at your disposal.



ACCREDITED QUALIFICATIONS

Professional Academy is one of the world's leading providers of accredited professional qualifications in sales, marketing and management.

We provide complete courses incorporating flexible e-learning and face-to-face workshops. Our 100% Pass Guarantee means that participants receive our full support until they have achieved their chosen qualification, whether it's an entry-level certificate or a postgraduate degree-level diploma.

Choosing the right qualification

We will help you understand the complex range of certificates and diplomas on offer, making sure that you select the right course to develop existing skills and build towards your objectives.

Bespoke courses

To make accredited qualifications truly valuable to your organisation, we can design a custom training programme tailored around the skills your people need to succeed in their specific role while also satisfying the requirements of the awarding body.

DIPLOMA IN BUSINESS EXCELLENCE

Unique to Professional Academy, the Diploma in Business Excellence programmes have been created in response to the demand for an alternative to standard accredited qualifications.

Working in partnership with you, we design a programme of skills-based training built around the specific needs of your business and sector. By creating a comprehensive and truly bespoke learning and development programme without the additional costs levied by external accrediting bodies, you can gain maximum value from your investment in training.

Full ownership

The Business Excellence programme gives you the opportunity to create a qualification that's unique to your organisation. We can base the course on our own in-depth analysis of your business needs or map qualifications to your existing competency and training frameworks.

Bespoke content built around you

We offer two different levels of programme – Diploma and Strategic Diploma. Courses are constructed from a wide range of modules covering not just sales, marketing, management and customer service but personal effectiveness, strategic thinking, leadership and teamwork.

Why choose Accredited Qualifications?

Providing accredited training pathways can play a key role in retaining and incentivising staff. These internationally recognised qualifications provide a global standard by which to judge individual skills and knowledge.

Why choose the Diploma in Business Excellence?

Developing your own training programme, built around the specific role-based competencies and assessed via a range of business-centric methods represents the most focused approach to learning and development.



APPRENTICESHIPS

Professional Academy offers complete apprenticeship programmes in sales, marketing, management and customer service.

Apprenticeships provide an incredible opportunity for UK businesses to develop their people, with government funding available whether you pay the Apprenticeship Levy or not. Professional Academy can assist in all aspects of the scheme, from accessing funding to delivering training and providing ongoing support.

Both existing employees and new hires of any age can be enrolled in an apprenticeship. As with all our training, we provide the flexibility to minimise disruption to your employee's working responsibilities while delivering high-quality tuition and outstanding apprentice support.

We offer apprenticeships in:

- Sales and Telesales
- Marketing, Social Media and Digital Marketing
- Business and Administration
- Leadership and Management
- Customer Service
- Retail and Retail Management
- Hospitality Management

Why choose Apprenticeships?

All UK employers can access government funding to train apprentices. Our training expertise and proven support system make using the scheme stress-free and truly beneficial for both apprentice and employer.

TRAINING, DELIVERED

At Professional Academy, our first priority is to make training work for you.

That means complete flexibility in course delivery, from distance learning courses and online e-learning to daytime, evening and weekend workshops, held at one of our study centres or hosted in your own facilities.

Training methods

From small teams to an entire workforce, we focus on training the individual. Some people respond best to action-based learning, others to self study. We assess each person's needs and abilities so we can deliver the best fit, with whatever additional support is required.

In designing each training programme, we select the most effective combination of delivery methods.

These might include:

- Face-to-face workshops
- Online e-learning
- Interactive virtual classrooms
- One-to-one tuition
- Self-led distance learning

Our trainers

We can call on a global network of experienced trainers. Our trainers lead workshops, deliver presentations and provide one-to-one study support, coaching and mentoring.

Our trainers are not just highly skilled educators. They also have industry experience and know their specific sector inside out.

Support

To support the learning process, we've created our own content – from study guides and course materials to podcasts and video podcasts – that you won't find anywhere else.

More importantly, we have dedicated support teams on hand to provide help and advice to students and handle all the logistics of delivering effective training.

“ Our tutorials were very interactive and jam-packed with information that we could apply to our organisation. As a corporate group, we were able to tailor the discussions to be relevant to us in the real world, as well as covering the syllabus.”

DACORUM BOROUGH COUNCIL

THE REFINERY

The Refinery is Professional Academy's advanced, proprietary learning management system (LMS). Accessible via your web browser or smartphone, it's designed to deliver and support effective learning.

At the same time, automated monitoring and management features make course administration easier than ever before. You can use The Refinery to host pre-existing training, while the interface can be customised and co-branded to become your bespoke, in-house LMS.

Users can:

- Book workshops and manage study plan
- Contact personal support tutor
- Chat with other students
- Access interactive modules and live virtual classrooms
- Download study guides and learning resources
- View past assignments and practise exam questions

HR and L&D managers can:

- View reports on training in progress
- Monitor assessment results
- Create surveys and collect course feedback
- Curate company forums
- Schedule and administer company events



Log in

Username

Password

☐ Remember username

[Forgotten your username or password?](#)

Cookies must be enabled in your browser

Is this your first time here?

Welcome to The Refinery

Professional Academy's online Learning Management System

If this is your first time here please use the forgotten username/password option and enter the email you used to sign up.

DIPLOMAS IN BUSINESS EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Unique to Professional Academy, the Diplomas in Business Excellence have been created to meet the demand for an alternative to accredited qualifications. Using Professional Academy's knowledge in professional development we have been able to create a flexible, tailored, skills-based training model to fit any businesses needs.

WHAT ARE THE DIPLOMAS IN BUSINESS EXCELLENCE?

The Diplomas in Business Excellence are role-based skills training programmes designed by Professional Academy to help businesses grow and develop **sales, management, marketing, and customer service** teams. These programmes have been designed with businesses in mind, with the flexibility to map training programmes to industry-specific needs and challenges.

Businesses are able to create bespoke multidiscipline diplomas or choose a more focused approach with a discipline specific diploma in **sales, marketing, management or customer service**.

WHO ARE DIPLOMAS IN BUSINESS EXCELLENCE FOR?

Our Diplomas in Business Excellence have been developed with team-based company training in mind and are ideal for businesses with specific role-based training needs who do not want to pursue traditional accredited qualification pathways. These flexible training programmes are based solely on your business' needs in terms of delivery (office based or interactive eLearning), assessment (role-play, project or online exam) and content.

WHAT CAN THE DIPLOMAS IN BUSINESS EXCELLENCE DO FOR MY COMPANY?

The Diploma in Business Excellence programmes provide a cost-effective training solution, unique to your business needs. This solution can be single or multidisciplinary depending on your requirements.

Professional Academy can help manage the training cohorts, delivering high-levels of support to the HR teams and individuals equally.

The Diplomas in Business Excellence can be branded and delivered as a company's own training programme, with customised eLearning and Learning Management System (The Refinery) allowing for easy management of participants and encouraging higher levels of training engagement.

Most importantly, the Diplomas in Business Excellence are created in partnership, between Professional Academy and businesses, meaning the Diploma is a constantly evolving part of a learning and development culture within a business, a culture which Professional Academy is well-placed to help develop and grow.

For more information about our Diplomas in Business Excellence please visit www.professionalacademy.com

DIPLOMAS IN BUSINESS EXCELLENCE OVERVIEW

OPERATIONAL DIPLOMAS (EQF LEVEL 4)

Developing role-based operational skills

Diploma Title	Description	Assessment Methods
Diploma in Operational Business Excellence	Combine multiple disciplines across sales, management, marketing, and customer service with personal effectiveness to create a bespoke business diploma.	Role-Play/Online Exam/Reflection
Diploma in Operational Sales Excellence	Developing key sales skills for successful selling, understanding ethical selling, communication skills and effectiveness in an operational sales role.	Role-Play/Online Exam/Reflection
Diploma in Operational Management Excellence	Enhancing an individual's ability to build a successful team and improve team and business performance from an operational management position.	Role-Play/Online Exam/Reflection/Project
Diploma in Operational Customer Service Excellence	Focusing on key skills for building successful relationships with customers and effectiveness within an operational customer service role.	Role-Play/Online Exam/Reflection
Diploma in Operational Marketing Excellence	Created to improve marketing and communication skills in a day-to-day tactical marketing role by using new technologies and proven marketing techniques.	Online Exam/Reflection/Project
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

STRATEGIC DIPLOMAS (EQF LEVEL 6)

Developing role-based strategic skills

Diploma Title	Description	Assessment Methods
Diploma in Strategic Business Excellence	Combine multiple strategic disciplines across sales, management, marketing, and customer service with strategic personal effectiveness to create a bespoke strategic business diploma.	Role-Play/Online Exam/Reflection
Diploma in Strategic Sales Excellence	Enhancing strategic sales management skills to stimulate business development and sales growth within key high-level sales roles.	Role-Play/Online Exam/Reflection
Diploma in Strategic Management Excellence	Focusing on the skills needed to stimulate and maintain organisational growth as well as developing key talent within an organisation.	Role-Play/Online Exam/Reflection/Project
Diploma in Strategic Customer Service Excellence	Developing key skills for those working in a customer service management role by focusing on forward-thinking customer service and management skills.	Role-Play/Online Exam/Reflection
Diploma in Strategic Marketing Excellence	Nurturing the entrepreneurial marketing spirit within senior marketing positions by developing a focus on innovation and strategic marketing management.	Online Exam/Reflection/Project
Strategic Personal Effectiveness	Creating a culture of personal effectiveness by helping a business to identify strategic personal effective needs at a managerial level.	Reflection/Project

DIPLOMA IN OPERATIONAL SALES EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Developed to help companies professionalise the sales process, enhance sales performance, and increase revenue and profitability by focusing on core sales skills needed for sales people and departments to succeed across a wide range of industries and sectors.

WHAT IS THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE?

The Diploma in Operational Sales Excellence has been developed by leading sales experts to address the key challenges facing front line sales personnel in highly competitive market places. With a focus on key sales skills including: negotiations and objection handling; time and territory management; presentation skills; relationship management; prospecting for new business; forecasts; budgeting; and telesales, alongside personal development and motivation skills.

The above list just scratches the surface of the training and expertise available as part of the Diploma in Operational Sales Excellence, allowing for a training programme built to fit your individual sales team needs.

WHO IS THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE FOR?

This diploma has been created for businesses with sales teams, both internal and external, at varying levels of experience and training with the key focus being the improvement of team performance as well as the skills of each individual within the team.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximising returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE BENEFIT YOUR BUSINESS?

Benefits of the diploma can be seen immediately through the practical, applicable sales practices delivered from the first day of the training. These practices are linked to your business, meeting KPIs in an accelerated time-frame compared to traditional qualifications and training.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by the sales teams as part of the practical element of the training programme.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL SALES EXCELLENCE WORK?

The Diploma in Sales Excellence is tailored to your business needs at all levels allowing the programme to be delivered our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

All delivery methods are supported by Professional Academy's learning management system (The Refinery). The Refinery is not only customisable to fit your businesses branding guidelines but also allows for simple and effective management of training cohorts.

Assessments can be completed in the form of an online quiz, role-play session, work-based project or personal reflection, depending on your business needs.

DIPLOMA IN OPERATIONAL SALES EXCELLENCE OVERVIEW

OPERATIONAL SALES DIPLOMA UNITS

The Diploma in Operational Sales Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Successful Selling	The aim of this module is to develop your sales teams through the sales cycle and to develop their core sales skills. The module will focus on all key elements of the sales cycle from preparation and developing an effective proposition through negotiations, objection handling, questioning, and closing to post-sale evaluation.	Role-Play/Online Exam/Reflection
Sales Person Effectiveness	The aim of this module is to develop the effectiveness of the activities carried out by your sales teams. The module will focus on key effective areas such as personal development, networking, optimisation of time, collaboration, maximising use of information and understanding buyer behaviour.	Role-Play/Online Exam/Reflection/Project
Pipeline Management	The aim of this module is to develop your sales teams understanding of managing the sales pipeline and converting prospects into sales. Outcomes for this module will focus on: forecasting and budgeting; use of CRM; sales & marketing integration; customer segmentation; qualifying skills, and prospecting for new business.	Role-Play/Online Exam/Reflection
Key Account Management	The aim of this module is to give sales teams the skills required to successfully manage key accounts effectively. The module will look at the relationship between the sales team and key accounts, plans to develop accounts, and analyse their potential and performance.	Online Exam/Reflection/Project
Telesales	The aim of this module is to provide your telesales teams with the core selling skills required to effectively sell and make appointments over the phone. This module will highlight the differences in the telesales selling cycle and effective teleappointing skills.	Online Exam/Reflection/Project
Law and Ethics in Selling	The aim of this module is to allow your sales teams to conduct sales activities within the law as well as in an ethical way. This module can be tailored to include specific regulations and compliances for your business, sector or industry.	Online Exam/Reflection/Project
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Developed to enhance a managers ability to build a successful team and improve team and business performance through the development of leadership skills, heightened understanding of resource planning and improvements in the recruitment selection process.

WHAT IS THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE?

The Diploma in Operational Management Excellence has been developed by business leaders and academic specialists alike allowing for a management training programme designed to develop the management and leadership skills your businesses team leaders, junior managers and those ear marked for management roles, need. Not only to succeed within their role but also to improve the performance of their team and the business as a whole.

With a focus on key areas managers need to grow including recruitment and selection, resource and financial planning, developing a leadership mentality, and improving team performance.

WHO IS THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE FOR?

This diploma has been created for businesses who are looking to develop those in their company who have exemplified company ideals and provide them with the training needed to succeed within a management and leadership role.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximising returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE BENEFIT YOUR BUSINESS?

The key benefits of the Diploma in Operation Management Excellence can be seen in two key areas: the ability to retain staff who have demonstrated an ability to move forward into management positions; and the development of key management knowledge for those leaders already present in your business.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by management teams as part of the training.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE WORK?

The Diploma in Management Excellence is tailored to your business needs at all levels allowing the programme to be delivered via our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

All delivery methods are supported by Professional Academy's learning management system (The Refinery). The Refinery is not only customisable to fit your businesses branding guidelines but also allows for simple and effective management of training cohorts.

Assessments can be completed in the form of an online quiz, role-play session, work-based project or personal reflection depending on your business needs.

DIPLOMA IN OPERATIONAL MANAGEMENT EXCELLENCE OVERVIEW

OPERATIONAL MANAGEMENT DIPLOMA UNITS

The Diploma in Operational Management Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Improving Operational Performance	The aim of this module is to develop the skills of managers and leaders to be able to improve the operational performance of their teams/ departments in order to achieve the wider operational objectives of the organisation. This module will include risk management, communication skills, project management, recruitment and selection, and resource planning.	Role-Play/Online Exam/Reflection
Building a Team	The aim of this module is to develop the skills of managers and leaders to build successful teams in their organisation. The module focuses on the tools needed to facilitate the management of a successful team including people management, conflict resolution, and target setting.	Role-Play/Online Exam/Reflection/Project
Improving Team Performance	The aim of this module is to provide leaders and managers with the tools required to improve the performance of their teams. The module will focus on leadership skills, rewarding and retaining staff alongside key motivational techniques.	Role-Play/Online Exam/Reflection
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Developed to help customer service departments enhance the key skills needed for building successful relationships with customers and improve the operational effectiveness of customer service teams.

WHAT IS THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE?

The Diploma in Operational Customer Service Excellence has been developed by customer service specialists with a view to enhancing the professionalism and skills needed to excel, both in terms of rapport building and effective performance within a customer service role.

Modules are focused on skills essential to excellent customer service performance including time management, communication skills, call handling, managing expectations, the customer experience, handling difficult customers, and building positive relationships.

WHO IS THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE FOR?

This diploma has been created for businesses who have a desire to nurture a customer service team with the highest level of customer insight and understanding allowing for delivery of exemplary front line customer service built around a businesses ethos and values.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximising returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE BENEFIT YOUR BUSINESS?

The Diploma in Operational Customer Service Excellence has been created to have an instant positive impact on customer service teams in terms of the level of customer service delivered as well as the level of organisational effectiveness across the customer service department.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by customer service teams as part of the training.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE WORK?

The Diploma in Customer Service Excellence is tailored to your business needs at all levels allowing the programme to be delivered via our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

All delivery methods are supported by Professional Academy's learning management system (The Refinery). The Refinery is not only customisable to fit your businesses branding guidelines but also allows for simple and effective management of training cohorts.

Assessments can be completed in the form of an online quiz, role-play session, work-based project or personal reflection depending on your business needs.

DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE OVERVIEW

OPERATIONAL MANAGEMENT DIPLOMA UNITS

The Diploma in Operational Customer Service Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Building a Relationship with Customers	This module focuses on the importance of good customer relationships and how to manage more difficult aspects of handling customers to ensure customer satisfaction. Key learning outcomes for this module focus around customer experience, managing customer expectations, relationship building, and dealing with difficult customers.	Role-Play/Online Exam/Reflection/Project
Effectiveness in Customer Service	The aim of this module is to ensure customer service operatives can provide an excellent service whilst continuing to develop themselves and their skills. The module includes time management, customer support and call handling, stakeholder analysis, customer buying practices, and consumer legislation.	Role-Play/Online Exam/Reflection
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills, and mindfulness.	Reflection/Project

DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE

DEVELOPED AND DELIVERED BY PROFESSIONAL ACADEMY

Created to help nurture creative marketing thinking whilst also enhancing communication skills in a day-to-day tactical marketing role by embracing new technologies and providing a deeper understanding of tried and tested marketing techniques.

WHAT IS THE DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE?

The Diploma in Operational Marketing Excellence has been built with forward-thinking marketers and marketing departments in mind, allowing for companies to nurture creative marketing practices whilst instilling a high level of understanding of marketing fundamentals.

Modules are focused on skills and techniques designed to enhance creative thinking whilst also improving communication and organisational skills including, but not limited to: embracing digital disruption; understanding online audiences; understanding the marketing environment; creating effective marketing plans; developing value propositions, and understanding brand.

WHO IS THE DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE FOR?

This diploma has been created for marketing teams of varying sizes and experience levels who are looking to take advantage of advances in marketing tactics and enhance their day-to-day marketing activities, creating a higher level of brand impact within their industry and sector.

Programmes can be tailored for growing and established businesses alike with a flexible approach to both delivery and cost allowing for minimal staff disruption and maximising returns on investment.

HOW WILL THE DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE BENEFIT YOUR BUSINESS?

The Diploma in Operational Marketing Excellence has been created to challenge marketing teams to innovate, generating new ideas which can be applied as part of a marketing plan delivering higher market penetration, exposing businesses to a new audience and potential clients.

As the diploma delivery and content is tailored towards your business needs and challenges the positive effects of the training are amplified with solutions and tactics being developed by marketing teams as part of the training.

HOW DOES DELIVERY OF THE DIPLOMA IN OPERATIONAL CUSTOMER SERVICE EXCELLENCE WORK?

The Diploma in Marketing Excellence is tailored to your business needs at all levels allowing the programme to be delivered via our blended learning methodology, including face-to-face workshops, or online via tailored interactive eLearning.

All delivery methods are supported by Professional Academy's learning management system (The Refinery). The Refinery is not only customisable to fit your businesses branding guidelines but also allows for simple and effective management of training cohorts.

Assessments can be completed in the form of an online quiz, role-play session, work-based project or personal reflection depending on your business needs.

DIPLOMA IN OPERATIONAL MARKETING EXCELLENCE OVERVIEW

OPERATIONAL MARKETING DIPLOMA UNITS

The Diploma in Operational Marketing Excellence is achieved by successful completion of a combination of the modules below:

Module Title	Description	Assessment Methods
Marketing Tools & Tactics	The aim of this module is to develop the knowledge and understanding of marketing tools and tactics which can be used effectively by your sales and marketing teams. This module focuses on key marketing skills including: understanding stakeholder needs; internal marketing; the marketing environment; market research; understanding your audience; and creating effective marketing plans.	Role-Play/Online Exam/Reflection
Communications & Branding	The aim of this module is to develop the knowledge and understanding of communication and branding within your sales and marketing teams. The module focuses on all elements of communication and branding including: developing value propositions; the communications mix; working with agencies; omni-channel marketing approaches; understanding brand; communication tools; and creating effective communication plans.	Role-Play/Online Exam/Reflection/Project
Digital Marketing Tools & Tactics	The aim of this module is to develop the knowledge and understanding of digital marketing tools and tactics which can be used effectively by your sales and marketing teams in an online environment. The module focuses on the innovations available to businesses through digital marketing including: PPC; SEO; content marketing; and social media whilst also enhancing marketers knowledge of the digital landscape, metrics & analytic, and online audiences, all whilst encouraging marketers to embrace the positives of digital disruption.	Role-Play/Online Exam/Reflection
Personal Effectiveness	Develop the key skills needed to be an effective individual within a business such as stress management, organisational skills and mindfulness.	Reflection/Project

Professional Academy helps clients all over the world to build skills and develop their people

GOVERNMENT

Arts Council London
Bedfordshire County Council
British Waterways
Business Link
Children's Workforce
Development Council
Dacorum Borough Council
DEFRA
Devon and Cornwall
Constabulary
Disability Rights Commission
Environment Agency
Guernsey Police
Land Registry
Met Office
Metropolitan Police
Peterborough City Council
States of Jersey
The Falkland Islands
Government
UK Border Agency
Wandsworth Borough Council
Westminster City Council

EDUCATION

Bangor Business School
Bradford University
Cambridge Education
Cambridge ESOL
Cardiff University
City College Plymouth
College of Medicine &
Veterinary Medicine
Kings College London
Northumbria University
University of Portsmouth
University of the Arts
University of Ulster
University of Westminster
University of York

FINANCIAL

Abbey National Offshore
American Express
AXA Sun Life Services
Bank of Scotland
International
Bibby
Barclays Bank plc
Endsleigh Insurance Services
Halifax plc
Hitachi Financial
HSBC Bank plc
KPMG
Lloyds TSB
Nationwide
Natwest
Price Waterhouse Coopers
RBS International
Royal Bank of Canada
Royal Bank of Scotland
Scottish Equitable
Visa Europe
Zurich Insurance Plc

CHARITIES & ASSOCIATIONS

Chartered Physiotherapists
Battersea Dogs Home
Cancer Research UK
Design Council
Jersey Heritage Trust
Law Society
Linkage Community Trust
National Association of
Goldsmiths
RSPB
The Royal Society

FOOD & DRINK

Arla Foods
Baxters Food Group
Brita Water Filter Systems
Cadbury plc
Carlsberg UK
Dairy Crest Ltd
Dominos Pizza Group
Heinz Frozen & Chilled Foods

Ingredion
Innocent Drinks
Kellogg Company
Kraft Foods
Masterfoods Ltd
Molson Coors Brewers Ltd
Nestle UK
Premier Foods
Sainsbury's
Tate & Lyle
Young's Seafood Ltd

OTHER COMMERCIAL

Bovis Lend Lease
British Nuclear Group
BP
Corgi
Corus Construction and
Industrial
Countryside Properties
Cutwel
EDF Energy
James Walker
Mitie Group plc
Novatec
NPower
PHS
Oil Spill Response
Riba Bookshops
Swagelok
Tinware
Tarmac
UKAEA
UK Hydrographic Office
Velux
Willmott Dixon Construction

INTERNATIONAL

AMRI University of
New Orleans
British American Business Inc
Deutsche Bank International
Ecobank Nigeria plc
Fidelity Business
Services India
Ghana Telecom

Guinness Nigeria
National Starch & Chemical
Neways International
Unibank
Unilever Nigeria plc
United Nations Development
Programme

TRANSPORT

Arriva Yorkshire
Birmingham International
Airport
British Airways
City Link
Emirates
Flybe
Honda (UK)
NCP
Porche East London
RAC Motoring Services
Rail Europe
South West Trains
Transport for London
Tube Lines

TECHNOLOGY & COMMUNICATIONS

British Telecom
BskyB
Cambridge University Press
DHL
Discovery Channel
Guernsey Post
Hewlett Packard
Integral Powertrain
Jersey Telecom
Macmillan Publishers
Microsoft
National Geographic Channel
O2 UK Ltd
Royal Mail
Siemens plc
Tiscali UK
TOMTOM
Twentieth Century Fox
Vodafone
Xerox

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Amazon
Avon Cosmetics
Best Western Hotels
Britannia Hotel
Centrale Shopping Centre
Christies
City of London Festival
Dixons Group Plc
Hallmark Cards
Hammins LLP
Hilton Hotels
Holiday Inn
Jersey Tourism
John Lewis
Lastminute.com
Motorola
Olympus Sportswear
Premier Inn
Scottish FA
The FA Premier League
Travelex
Travelocity
TUI Travel PLC
Velcro
Virgin Holidays
West Yorkshire Playhouse

HEALTH

American Optical UK
Astra Zeneca
NHS Trust
GE Healthcare
GlaxoSmithKline
Guys and St Thomas
NHS Trust
Napp Pharmaceuticals
National Blood Service
Prestige Nursing
Rentokil Initial
Practitioners
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