

Delegate Joint Top of the World ▶▶

This year's highest award for the hardest CIM course goes to a delegate from Cambridge Marketing College. William Grobel beat 2082 other delegates from around the world to achieve the joint Top Paper for Strategic Marketing in Practice in the Best Worldwide Students Awards.

William Grobel is a Marketing Consultant at the brand valuation consultancy 'Intangible Business'.

This award is for the final paper for the Postgraduate Diploma, the Chartered Institute of Marketing's most senior qualification.

William studied through Cambridge Marketing College's Guildford study centre and continued straight on with the Professional Post Graduate Diploma. He puts his success down to disciplined study and the support he received from Cambridge Marketing College:

"The Cambridge Marketing College deserves significant credit for helping me win this award. The tutors, notes, website and courses were all invaluable resources which were put at my disposal in an organised and friendly manner.

The tutor, David Kilburn, was

extremely knowledgeable, responsive and delivered the course with his unique sense of humour. Top marks all round."

SMiP tutor David Kilburn, who has been teaching this paper for four years and frequently has a 100% pass rate with his cohort, added:

"William picked up the key issues immediately and was able to quickly develop an in-depth knowledge of the challenges of the Diploma."

Well done.

