

# Cambridge Marketing College endorses Quirk Education's digital marketing courses

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The Cambridge Marketing College - one of Europe's leading providers of distance learning and classroom-based marketing training and education - has signed an agreement to market Quirk Education's digital marketing courses to its students.

Cambridge Marketing College will exclusively endorse Quirk Education's offerings as its digital marketing courses of choice. The relationship significantly extends Quirk Education's reach into the European market.

Says Lyndi Lawson-Smith, head of education at Quirk Education: "We are proud to have secured this agreement with Cambridge Marketing College because it will allow us to grow our business in the rest of the world."

"In addition, it is a huge endorsement of our courses and illustrates that our materials are of an international standard. South African students who chose to study digital marketing through Quirk Education know that they are receiving high-quality training and education that is right at the forefront of the latest international trends."

The Cambridge Marketing College is an accredited institution with the UK Digital Marketing Association, which means that the Quirk courses also needed to comply with the strict standards this institution lays out for marketing education.

Lawson-Smith adds that the deal is an illustration of how distance learning is changing the world of education as time and financial constraints make university study increasingly inaccessible for many people. There is a strong demand around the world for practical, quality distance learning qualifications that equip professionals with skills and expertise that can be immediately applied to the working environment.

"Distance learning is accessible and affordable for a wide range of people - from school leavers who want to prepare for a career, to professionals who want to advance their careers and improve their performance at work," she says.

"It's flexible enough to accommodate people who must continue to work as they study, and it supports the need for lifelong education in an environment where technology and business are changing at an unprecedented speed."

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