

Are you serious about
your career in
Key Account Management?



The Association for
Key Account Management

A photograph of a laptop on a desk with a rolled-up diploma tied with a red ribbon in the foreground. The laptop screen shows a document with a logo and text. The background is a blurred office setting.

Learn, develop and
QUALIFY in KAM
while you're working

Options for professional qualifications
Sponsored by AKAM

Cert.
30 ECTS

PostGraduate Certificate

The **first** university-accredited qualification purely in KAM. Designed for working professionals.

Flexible Learning

Study at your own pace with online lectures and live tutorials.

Expert Lecturers

Learn from renowned industry specialists and thought leaders.

Transferable Credits

Earn 30 European Credit Transfer points for future studies.

Practical Assignments

Apply theory to real-world scenarios with assignments.

Learn while you earn! Develop your KAM skills as you deploy inputs of expert knowledge in your own business

What do you get?

- Development of your KAM understanding and upskilling your KAM approach.
- The first academically accredited KAM qualification worldwide, with the Technological University of Dublin. Expert lecturers ensuring academic rigour with value in practice.
- 30 ECTS, evidence of your level of learning, usable for further postgraduate study at many universities.
- Plus 12 months AKAM membership with access to its rich Member Resources.

Who should apply?

- New or aspiring key account managers and those switching roles
- Experienced managers seeking training
- Account managers in commercial or not-for-profit organisations.

Applicants should have a 2.2 pass at a level 8 first degree in any subject. If not, request exceptional entry.

How does it work? Via the Brightspace learning platform you'll access weekly recorded lectures (which you can visit as often as you like), supporting material and live tutorials. You'll have tasks to complete during lectures, gathered up as part of the assignments in addition to reflections on your experiences and observations. Plus a business-ready strategic key account plan.

"I am really grateful for this offering, it was way beyond my expectation. The quality of education is high and appropriate for what I do as a Key Account Manager, and it has broadened my knowledge of the type of work I do and the role I play in my organization"
- Samuel Mmusi, South Africa

Jan - March

April - June

July - September

Module 1: KAM Essentials

Module 2: Business analysis & strategic planning

Module 3: KAM implementation

Simply apply online!

Once your application is accepted, you'll need to pay the €3,000 fee. You'll then receive the student registration number for TU Dublin and your log in details for the programme modules on the Brightspace platform.

[Apply Now](#)

or visit a4kam.org/postgraduate-certificate/

PostGraduate Diploma

The next level of qualification for advancing, career minded key account managers.

Flexible Learning

Study at your own pace with online lectures and live tutorials.

Expert Lecturers

Learn from renowned industry specialists and thought leaders.

Transferable Credits

Earn 30 **MORE** European Credit Transfer points for future studies.

Practical Assignments

Apply theory to real-world scenarios with assignments.

Your career is developing and reaching out beyond simple supplier-customer relationships. You need Postgraduate Diploma skills to interact effectively with more and different professionals.

What do you get?

- Insight into areas of business only glimpsed by other account managers.
- An understanding of how and why fast-moving complex markets operate as they do, and your potential for influencing their development positively.
- The ability to participate in discussions about the supply chains that are the spine of your ecosystem and key to your success.
- The learnable elements of leadership that make all this possible.
- Plus 30 more ECTS from TU Dublin!
NB You will be 2/3 of the way to a Master's degree! Look out for that final piece from 2026.

Who should apply?

- Holders of the Postgraduate Certificate in Key Account Management.
- Sorry, no exceptions, you need that grounding.

How does it work? Very much the same as the Postgraduate Certificate, with online graduation ceremony in early December.



Jan - March

April - June

July - September

Module 1:
Business ecosystems

Module 2:
Supply chain

Module 3:
Leadership

Secure your place today!

Apply online and you will be accepted as soon as we confirm your Postgraduate Certificate. Then you'll need to pay the €3000 fee (same no travel, no extras!) by the end of November.

You'll then receive the Student Handbook, TUDublin registration number, university e-mail address and login details for Brightspace, for a mid-January start.

Apply Now

or visit a4kam.org/postgraduate-diploma/

AKAM's Professional Diploma

For experienced key account managers, this Diploma is your ticket to evidencing your competencies to current & future employers! You don't need a course, you already know how to do the job, but how can you demonstrate that? This AKAM qualification has the answer.

Detailing your skills

AKAM's Professional Diploma is based on RPL - Recognition of Prior Learning. Together with industry-leading companies, we have identified the essential competencies for good KAM, under the headings:

1. Business and customer understanding
2. Sales and business development
3. Organisational effectiveness
4. Relationships and interaction

You get a Handbook that explains exactly what we mean in terms of 3 or 4 specific competencies in each of these areas. Then you tell us how you fulfil these competencies, in writing or other supporting evidence.

You wouldn't expect to receive a qualification without any knowledge of underlying theory, so we include 8 recorded 'lectures' that you can access wherever you've missed out.

How does it work?

Step 1: Choose a competency to trial. Write it up as suggested in the Handbook and send it to us for feedback.

Step 2: We'll tell you if that passes the competency or what else you need to send us, so you have a model to follow for your other competencies.

Step 3: You write up 11 more competencies (you need 12 out of 14 to qualify) and send them for assessment.

Step 4: We review them, pass them or send them back to you for development.

Step 5: You are awarded the Professional Diploma, receive a real certificate and the right to put DipProKAM after your name!

Yes, there is a cost: £650 at the beginning and £650 at the end. But how much is your career worth?

Want to learn more? Drop an email to info@a4kam.org to set up a call or visit a4kam.org/diploma/

Develop your KAM & gain CPD points



Continuing Professional Development

Self-directed learning through AKAM-guided tracks - **FREE** and exclusive to Members!

Just because you may not have the time or opportunity to take a complete KAM course, doesn't mean you don't need to upskill and develop as a professional key account manager.

So AKAM is offering you a series of self-development 'tracks'.

To develop them we:

- A. identify important activities or areas of KAM knowledge
- B. search our 300 KAM resource materials about the topic - recorded webinars, articles, slide presentations, podcasts, tools etc.
- C. select 7 - 9 items in a variety of formats and media
- D. build them into a sequence accessed in the AKAM Member-only Learning Zone on the website.

How does it work?

You absorb each of the track materials at your own pace, whenever you have time. To gain CPD points you answer 3 simple quiz questions on each item. You can take the track without the quiz, but then you don't get the CPD points. Upon completion, you'll receive a certificate to evidence your CPD points.

Development track examples:

- Strategic key account planning: How to do it
- Highly Effective Key Account Teams
- The key account matrix: Customer selection
- Building and using the key account matrix

Exclusively for AKAM members!

Not a member yet? Go to a4kam.org/join



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Key Account Management

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