

Professional Marketing Qualifications Prospectus

Smart and flexible qualifications from CIM

Foundation Certificate in Marketing

Certificate in Professional Marketing

Diploma in Professional Marketing

Postgraduate Diploma in Marketing

CIM



What does a CIM qualification mean for you?

- **International recognition**
Our marketing qualifications are recognised by businesses all over the world
- **Competitive advantage**
Keep up with the latest trends in marketing and stay ahead in your field
- **A mix of theory and practice**
A unique opportunity to blend practical skills with academic understanding
- **Flexible study**
Bite-sized learning to fit with your busy professional career
- **A choice of learning methods**
Choose face-to-face study, distance learning or a mix of the two (blended)
- **Interactive and practical learning modules**
To give you a fresh perspective on your own business
- **A route to become a Chartered Marketer**
The highest accolade in the industry

Smart, flexible and in demand

About us

CIM (The Chartered Institute of Marketing) is the leading international professional marketing body.

Our aim is to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations.

Our range of professional qualifications along with our many membership benefits is designed to support you, develop your knowledge, enable your growth and extend your network. Our professional pathway will help you excel and realise your full potential.

Marketing is constantly evolving, and so are we. It's important to demonstrate that you keep up to date with the latest trends and developments, so we make sure our qualifications reflect what's going on in marketing and industry alike.

We do this by carrying out extensive research with marketing professionals and the wider business community. One of the latest additions to our portfolio is the Level 3 Digital Essentials module introduced in January 2016 and included as an elective within the CIM Level 3 Foundation Certificate in Marketing.

Our research tells us today's professional marketer wants flexible bite-sized learning. Our latest portfolio of qualifications is specially created so that you can focus on individual modules at a time and pace that suit you. You can achieve these as distinct self-contained award qualifications and also combine them with further awards to build into a full qualification whenever you're ready.

Each module is based on our unique Professional Marketing Standards®, devised with industry partners to help you meet the ever increasing demands expected of marketers at every stage of their career.

Professional Marketing Standards[®]

CIM's Professional Marketing Standards[®] are a framework of marketing competencies which provide a guide to the skills and behaviours that are expected of professional marketers at varying levels of proficiency.

Developed from extensive research with employers and employees in both marketing and broader business functions, the standards are unique to CIM. They offer the professional marketer the reassurance that our qualifications are closely matched to the skills and knowledge required in the market.

More information at cim.co.uk/standards



Core

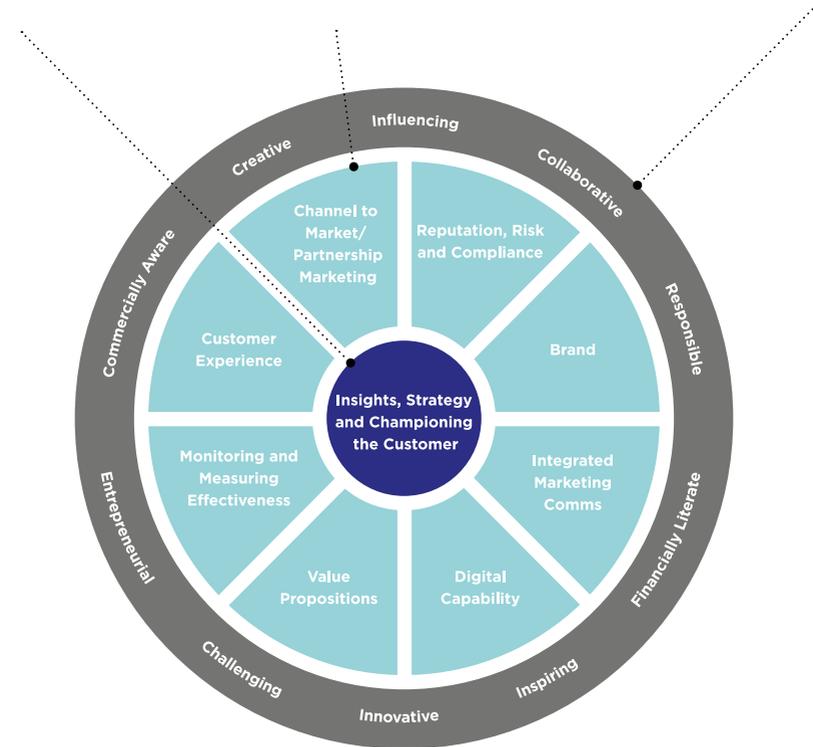
The core capabilities of Insights, Strategy and Championing the Customer sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

Technical

The technical standards are elective, flexible competencies which identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.



© The Chartered Institute of Marketing

Creating a pathway for your professional career...

At CIM, we offer a pathway for your professional marketing development, wherever you work in the world. Our Certificate in Professional Marketing and Diploma in Professional Marketing are designed to help you progress as a marketing professional. If you have no previous experience or qualifications

and want to understand more about marketing, you might choose our Foundation Certificate in Marketing. Or if you're more advanced in your career and have extensive senior marketing management experience, our Postgraduate Diploma in Marketing may be more suitable.

CIM qualifications road map

Qualification	Who is it for?	Structure	Level
Foundation Certificate in Marketing	People of all ages and stages of their career. Ideal for managers in non-marketing functions, entrepreneurs, apprentices and those starting out in a marketing career.	One mandatory module: <ul style="list-style-type: none"> Marketing Principles Choice of elective module: <ul style="list-style-type: none"> Customer Communications NEW: Digital Essentials 	Level 3 (Foundation)
Certificate in Professional Marketing	Aspiring marketers who want to gain knowledge and skills to progress a successful career in marketing. Ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing.	Two mandatory modules: <ul style="list-style-type: none"> Marketing Integrated Communications Choice of elective module: <ul style="list-style-type: none"> Customer Experience Digital Marketing 	Level 4 (Intermediate)
Diploma in Professional Marketing	Marketers in operational, supervisory or management roles who want to develop their marketing knowledge and skills. Suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.	Two mandatory modules: <ul style="list-style-type: none"> Strategic Marketing Mastering Metrics Choice of elective module: <ul style="list-style-type: none"> Driving Innovation Digital Strategy 	Level 6 Equivalent to an undergraduate degree (Intermediate)
Postgraduate Diploma in Marketing (in two stages)	Experienced marketers and senior business people who want to gain a professional qualification while working at a strategic level or aspiring to do so.	Four mandatory modules Stage 1 <ul style="list-style-type: none"> Emerging Themes Analysis and Decision Marketing Leadership and Planning Managing Corporate Reputation 	Level 7
Professional Postgraduate Diploma in Marketing (stage 1)		One mandatory module: Stage 2 <ul style="list-style-type: none"> Leading Marketing 	Level 7 Equivalent to a Master's degree (Advanced)
Chartered Postgraduate Diploma in Marketing (stage 2)		Level 7 Equivalent to a Master's degree (Advanced)	

CIM Membership: Supporting you throughout your marketing studies and beyond

Why become a member?

Want to expand your marketing knowledge and network? Becoming a CIM member can help with that! You can gain professional recognition through our marketing qualifications, take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking and knowledge sharing events and top up your skills with discounted rates on our wide range of training courses. As a member of CIM you will gain recognition as a current and actively engaged marketer.

Marketing and study resources

Whether you want to understand marketing trends within your industry or gain more insights about your customers, as a member, you will get free online access to an extensive range of reports, journals, business publications, marketing books and all e-books* for level 4 and level 6 modules. We can also offer tailored research support.

Practical insights webinars

You can gain access to interactive webinars designed to help you with today's most pressing questions and opportunities. Available live or on-demand on Exchange, you can watch the webinars at your convenience.

Exchange

Our online content hub Exchange is packed with great writing, insightful data and genuine thought leadership. Exchange publishes daily content designed to provoke thought and reaction on a global scale. Exploring various sectors, disciplines and markets, we want to help shape the marketing profession and support the people that work within it.

Catalyst

CIM's quarterly magazine Catalyst explores the world of marketing – delving into current issues within the profession and the transformation that marketing is currently undertaking.



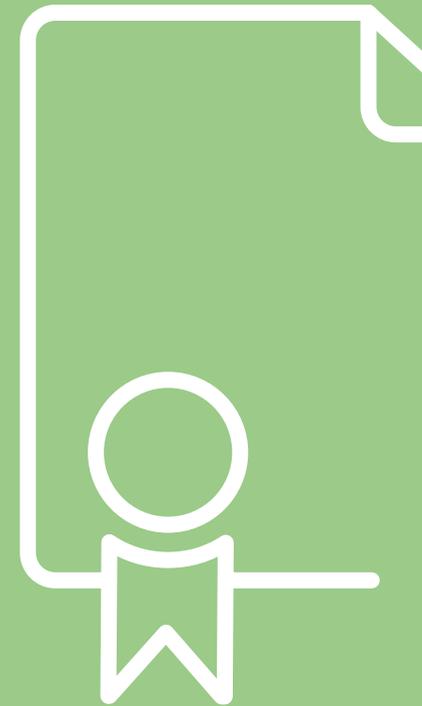
CATALYST
MARKETING
INSIGHTS
MAGAZINE

EXCHANGE

*e-books available only for enrolled modules

Foundation Certificate in Marketing

Level 3



To gain the Foundation Certificate in Marketing a pass in the **mandatory** module and one **elective** module is required. However, each module can be taken as a stand-alone to gain an award qualification.

Foundation Certificate in Marketing

Qualification overview

The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role. We bring learning to life through meaningful assessments which reflect the demands of the modern industry. As a result, you will develop a good understanding of the wider role of marketing and how your practical skills can be applied to future career progression.

Designed with complete flexibility in mind

To achieve the Foundation Certificate in Marketing, a pass in the mandatory module and one elective module is required. However, each module can be achieved as a distinct, self-contained award which can be built up to attain the full certificate.

Who is it for?

The Foundation Certificate in Marketing is aimed at those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career.

Entry requirements

It is not necessary to have any previous experience or knowledge of marketing, and you can choose to study in a way that suits your requirements and availability. However, evidence of achieving one of the following English language qualifications within the last two years is also required if English is not the

student's first language: IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above is required. CIM will consider other equivalent alternatives.

Assessments

We use a combination of methods to assess the Foundation Certificate in Marketing.

Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs. In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

How long will it take to study?

Notional learning time is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria. This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported self-study time

Each module will take 80-90 hours notional learning time.

There are three assessment sessions per year within the CIM qualification.

Foundation Certificate in Marketing

Our qualification pathways have been structured to reflect the need for a flexible and bite-size approach for today's marketer.

Bite-size award qualifications

Each module can be achieved as a distinct, self-contained award qualification which can be built up to attain the Foundation Certificate.

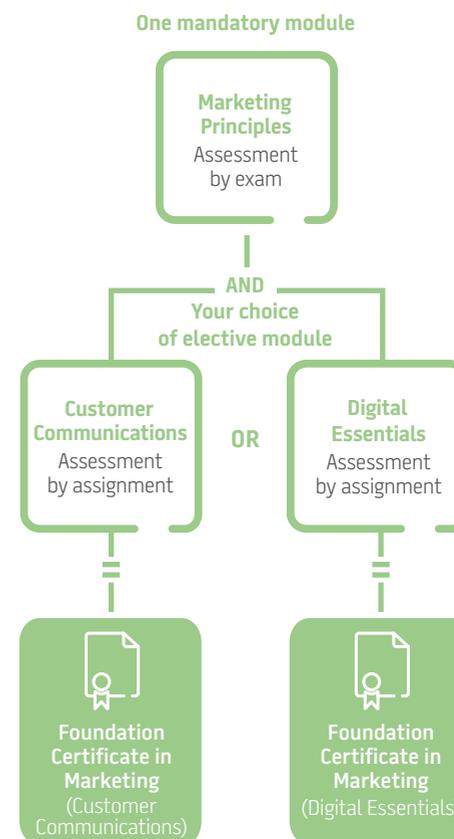


What's my next move?

Take a look at the Certificate in Professional Marketing – develop a deeper understanding of marketing principles and practice.

Full qualification

To achieve the qualification, a pass in the mandatory module and ONE elective module is required.



Foundation Certificate in Marketing

Marketing Principles

Mandatory Module

Assessment by Exam

Aims of the module

You will understand the key concepts and terminology used in marketing. This module also gives you a knowledge and understanding of the role and function of marketing within organisations and explores the factors that can influence consumer behaviour.

You will identify key components of the marketing environment and develop an appreciation of how to collect and use relevant information. The module outlines the concepts and elements which make up the marketing mix and shows you how they are applied in context.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: Discovering marketing

- Describe the role and function of marketing within organisations
- Explain the factors that influence consumer behaviour

Unit 2: The marketing environment

- Identify the key components of the marketing environment
- Know how to collect relevant information about the marketing environment

Unit 3: The marketing mix

- Describe the concept and elements of the marketing mix
- Know how the marketing mix is applied in different contextual settings

Assessment: Examination

The examination will comprise 50 multiple-choice questions to be completed in a 90 minute controlled assessment.

Foundation Certificate in Marketing

Customer Communications

Elective Module

Assessment by Assignment

Aims of the module

This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. You will gain knowledge and understanding of the purpose and process of marketing communications, and the range of tools available. You will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should:

Unit 1: Who are customers?

- Have an understanding of different types of customer
- Understand the nature and importance of customer relationships

Unit 2: Communicating with customers

- Know the purpose and process of marketing communication
- Understand the range of different marketing communications tools available

Unit 3: Creating a marketing communications campaign

- Be able to create an outline marketing communications campaign
- Be able to implement the marketing communications campaign

Assessment: Assignment

You will be asked to submit an assignment based on a given scenario and an organisation of choice.

Foundation Certificate in Marketing

Digital Essentials

Elective Module

Assessment by Assignment

Aims of the module

This module provides an understanding of what is meant by digital marketing and the key communication tools used. It outlines the key factors that influence the digital consumer including social networks and virtual communities. It identifies the importance of developing campaign content aimed at specific market segments and how campaigns can be measured.

Module structure

The module comprises six learning outcomes and each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

- 1 Understand what is meant by digital marketing
- 2 Understand the key factors that influence the digital consumer
- 3 Understand the key digital marketing communications tools
- 4 Understand how to develop digital marketing content
- 5 Be able to develop digital marketing campaigns
- 6 Understand methods of measuring digital marketing campaigns

Assessment: Assignment

You will be assessed by assignment based on a given scenario and an organisation of choice.

Next Steps: to enrol – visit: www.cim.co.uk/studycentres

Certificate in Professional Marketing

Level 4



To gain the Certificate in Professional Marketing, a pass in both **mandatory** modules plus one **elective** module is required. However, each module can be taken as a stand-alone award to gain an award qualification.

Certificate in Professional Marketing

Qualification overview

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

Successful completion of the Certificate in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at an operational level and to perform an essential and successful professional marketing role within the workplace.

Designed with complete flexibility in mind

This qualification consists of three modules: two mandatory and one elective. However, you can choose to complete just one module and gain an award qualification. You can choose to continue to study and add to your module awards. When you complete two mandatory modules and one elective module, you can achieve a larger qualification certificate.

A choice of elective modules is available and will be continually reviewed. Further elective modules will be made available in line with industry demands.

Who is it for?

The Certificate in Professional Marketing is aimed at the aspiring professional marketer who wishes to gain knowledge and skills to succeed and progress with a career in marketing.

Ideal for those working in marketing support roles (eg, marketing assistants) or whose current job encompasses elements of marketing.

Entry requirements

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Introductory Certificate in Marketing
- Foundation Certificate in Marketing
- Any relevant Level 3 qualification
- Any UK degree or international equivalent
- International Baccalaureate (equivalent to NQF Level 3 and above)
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4
- English language qualification within last two years if English is not the student's first language

Assessments

A variety of assessment methodology is used for the Certificate in Professional Marketing depending on the module chosen. Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs.

In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

How long will it take to study?

Notional learning time is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria. This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported study time

Each module will take 130-150 hours notional learning time. There are three assessment sessions per year.

Certificate in Professional Marketing

Our qualification pathways have been structured to reflect the need for a flexible and bite-size approach for today's professional marketer.

Bite-size awards qualification

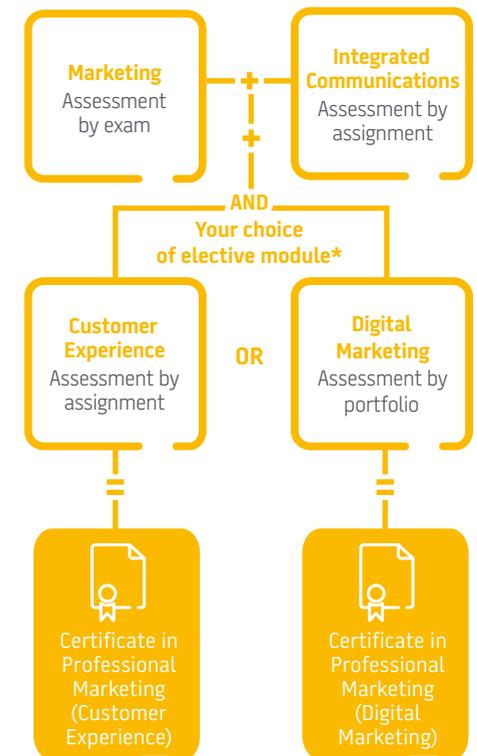
Each module can be achieved as a distinct, self-contained award qualification which can be built up to attain the full certificate.



Full qualification

To achieve the qualification, a pass in BOTH mandatory modules and ONE elective is required.

Two mandatory modules



* Currently there are two elective modules available. This will be continually reviewed.

What's my next move?

Take a look at the Diploma in Professional Marketing – developing your knowledge, skills and understanding at a management level.

Certificate in Professional Marketing

Marketing Mandatory Module

Assessment by Exam

Aims of the module

You will recognise the importance of marketing's role in driving success and delivering results. This module provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making, and the elements of the marketing mix and how these are applied to address market and customer needs.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: The marketing concept

- Understand the role and function of marketing
- Understand what influences customer behaviour

Unit 2: Analysis and insight

- Identify factors and trends in the marketing environment and how they affect marketing planning
- Identify options for gathering relevant marketing information

Unit 3: Marketing mix

- Know the elements of the marketing mix
- Apply and adapt the marketing mix to satisfy customer needs

Assessment: A multiple-choice exam (a two hour objective test)

50 multiple-choice questions to be completed in a two hour controlled assessment

Integrated Communications Mandatory Module

Assessment by Assignment

Aims of the module

This module aims to enable understanding of the importance of effective internal and external communications in building sustainable relationships and delivering customer value. It provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: Internal marketing

- Know how to build cross-functional relationships
- Understand how to harness resources to deliver effective marketing solutions

Unit 2: Value proposition

- Create effective communications to deliver value to customers
- Understand product and brand management

Unit 3: Marketing communications

- Understand the components of the marketing communications mix
- Develop integrated marketing communications

Assessment: Assignment

An assignment of three tasks, based on a given scenario and an organisation of choice.

Certificate in Professional Marketing

Customer Experience Elective Module

Assessment by Assignment

Aims of the module

You will understand how deeper knowledge of customer requirements within different contexts allows organisations to enhance customer experience. This module provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques enabling organisations to improve customer experience.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: Customer context

- Understand the range of different contexts across which marketers operate
- Understand the importance of customer expectations

Unit 2: Customer experience

- Understand the different dimensions of customer experience
- Deliver activities that enhance customer experience

Unit 3: Measuring and monitoring

- Know how to monitor and measure customer experience in context
- Use metrics to improve future customer experience

Assessment: Assignment

An assignment of three tasks, based on a given scenario and an organisation of choice.

Digital Marketing Elective Module

Assessment by Portfolio

Aims of the module

Appreciating the importance of the ever-evolving digital landscape and understanding how to develop skills you will learn how to improve digital marketing effectiveness. This module provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective monitoring and measurement techniques enabling organisations to improve customer experience.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: The digital landscape

- Understand the opportunities and challenges presented through the disruptive digital environment
- Assess the impact and influence of the dynamic digital environment

Unit 2: Digital toolkit

- Understand how key digital tools can support and enhance marketing
- Understand the relevance of digital platforms and channels in context

Unit 3: Digital in action

- Develop digital activities to support and enhance multichannel marketing
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness

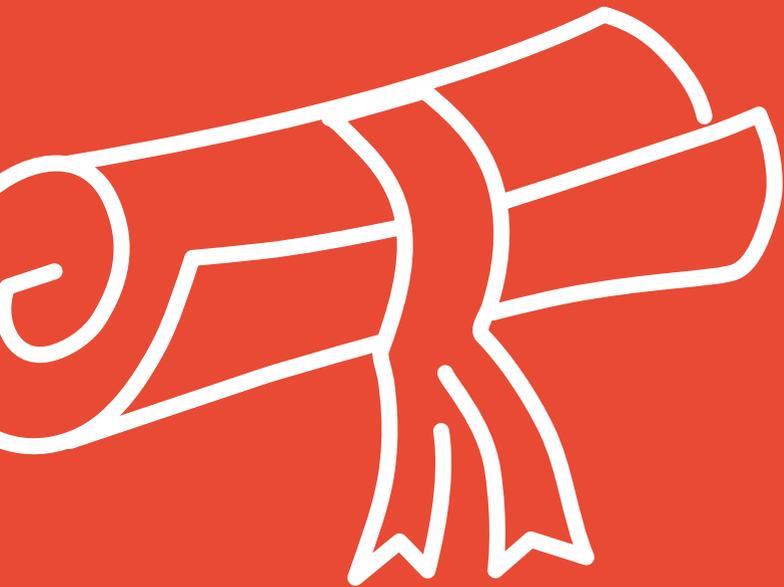
Assessment: Portfolio

A work-based portfolio which is broken down into three tasks: research, plan and report.

Next Steps: to enrol – visit: www.cim.co.uk/studycentres

Diploma in Professional Marketing

Level 6



To gain the Diploma in Professional Marketing, a pass in both **mandatory** modules plus one **elective** module is required. However, each module can be taken as a stand-alone to gain an award qualification.

Diploma in Professional Marketing

Qualification overview

The Diploma in Professional Marketing gives you the required knowledge, skills and understanding at management level to take a strategic approach to marketing planning. By understanding key marketing metrics and measurement techniques you will be able to interpret relevant insight and make informed strategic decisions.

Successful completion of the Diploma in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at a management level, and to carry out an essential and successful professional marketing role within the workplace.

Designed with complete flexibility in mind

This qualification consists of three modules: two mandatory and one elective. However, you can choose to complete just one module and gain an award. You can choose to continue to study and add to your module awards. When you complete two mandatory modules and one elective module, you will achieve the full qualification.

A choice of elective modules is available and will be continually reviewed. Further elective modules will be made available in line with industry demands.

Who is it for?

The Diploma in Professional Marketing is aimed at marketers working in an operational, supervisory or management role who want to develop their marketing knowledge and skills across a range of areas.

It is suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.

Entry requirements

One or more of the following is required to gain entry onto this qualification:

- Professional Certificate in Marketing or Certificate in Professional Marketing
- Any relevant Level 4 qualification
- Foundation Degree in Business with Marketing
- Bachelor's or Master's degree from a recognised university with at least one third of credits coming from marketing content (ie 120 credits in Bachelor's degrees or 60 credits in Master's degrees)
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6
- English language qualification within last two years if English is not the student's first language

Assessments

A variety of assessment methodology is used for the Diploma in Professional Marketing, depending on the module chosen. Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs.

In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

How long will it take to study?

Notional learning time is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria. This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported study time

Each module will take 130-150 hours notional learning time.

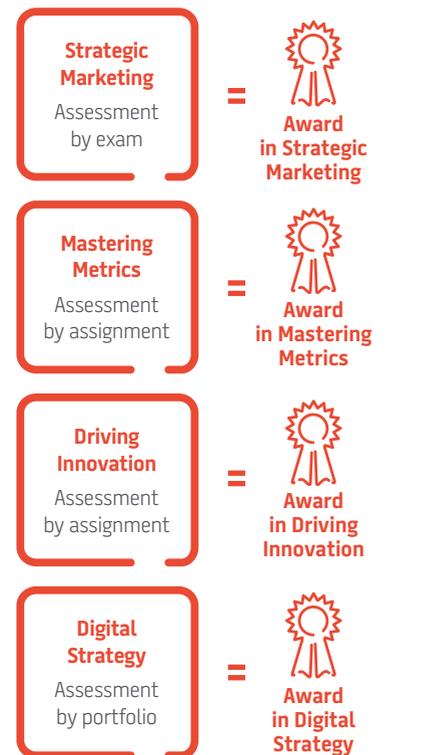
There are three assessment sessions per year.

Diploma in Professional Marketing

Our qualification and award pathways have been structured to reflect the need for a flexible and bite-size approach for today's professional marketer.

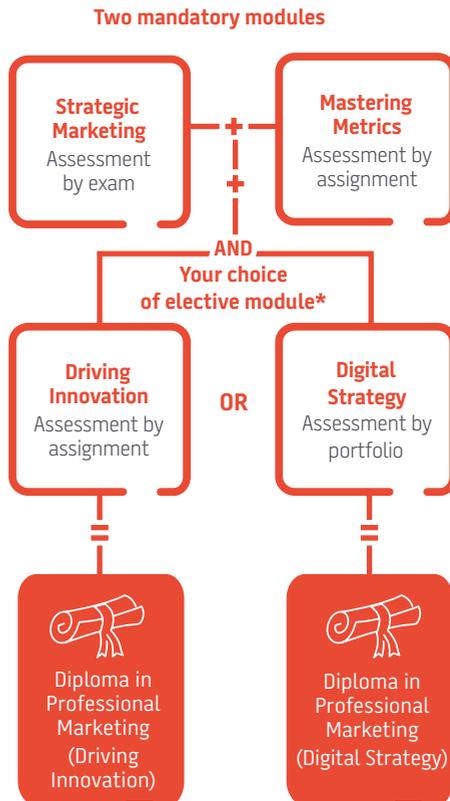
Bite-size awards qualification

Each module can be achieved as a distinct, self-contained award qualification which can be built up to attain the full diploma.



Full qualification

To achieve the qualification, a pass in BOTH mandatory modules and ONE elective is required.



* Currently there are two elective modules available. This will be continually reviewed.

What's my next move?

Take a look at the Postgraduate Diploma in Marketing and work your way towards Chartered Marketer status.

Diploma in Professional Marketing

Strategic Marketing Mandatory Module

Assessment by Exam

Aims of the module

You will recognise the significance of situation analysis and introduce techniques for assessing external and internal environments to enable effective decision making. This module outlines the importance of all stages within the marketing planning process, from audit, through strategic decision making, to implementation of plans; and how managing resources, employing monitoring and measurement techniques enable the achievement of strategic marketing objectives.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: Situation analysis

- Understand how to analyse an organisation's current and future external environment
- Understand how to analyse an organisation's current and future internal environment

Unit 2: Planning

- Analyse relevant information to recommend and inform strategic decision making
- Develop a strategic marketing plan to realise organisational objectives

Unit 3: Implementation and control

- Manage resources to deliver the strategic marketing plan
- Monitor, measure and adapt the marketing plan for continuous improvement

Assessment: Extended answer test

(A three hour examination)

Extended answer questions with preparatory work.

Mastering Metrics Mandatory Module

Assessment by Assignment

Aims of the module

This module examines the role of marketing metrics and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how these techniques, aligned to business objectives, can establish and determine marketing effectiveness. It outlines the value of using appropriate data sources to enable analysis, and employing appropriate analytics tools and techniques to ensure effective marketing decision making.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: Metrics and analytics

- Understand the role of marketing metrics
- Understand the significance of different measurement techniques across a range of market contexts

Unit 2: Measuring effectiveness

- Know the relevant measures of marketing performance
- Apply marketing metrics to establish the effectiveness of marketing activities

Unit 3: Analytics for decision making

- Understand appropriate sources data analysis
- Utilise various analytics tools & techniques for marketing insight & strategic decision making

Assessment: Work-based assignment

An assignment of three tasks, based on a given scenario and an organisation of choice.

Diploma in Professional Marketing

Driving Innovation Digital Strategy

Elective Module

Assessment by Assignment

Aims of the module

This module outlines the importance of how taking a visionary approach and embedding innovation, can help organisations deal with the challenges of a fast-moving marketplace. It focuses on how an understanding of the relationship between marketing and entrepreneurship can enable organisations to deliver compelling marketing solutions. It presents the key factors in building and nurturing innovation throughout the organisation and within the marketing function. It provides an appreciation of the role of internal marketing in supporting a culture of innovation and in implementing change programmes.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria. By the end of this module you should be able to:

Unit 1: Entrepreneurial marketing

- Understand the relationship between marketing and entrepreneurship
- Implement an entrepreneurial response to change and to delivering marketing solutions

Unit 2: Innovation

- Understand the key factors that facilitate and nurture innovation in organisations
- Apply principles of innovation throughout the marketing function

Unit 3: The marketing champion

- Understand the role of internal marketing
- Implement marketing-led organisational change

Assessment: Work-based assignment

An assignment of three tasks, based on a given scenario and an organisation of choice.

Elective Module

Assessment by Portfolio

Aims of the module

You will learn how understanding and analysing the macro and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, to develop strategic recommendations and how creating digital marketing mixes can enable organisations to respond with agility to market needs. You will examine how the management of digital channels and the application of key digital measures help to achieve business objectives.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria.

By the end of this module you should be able to:

Unit 1: Digital disruption

- Understand the strategic implications of the disruptive digital environment
- Generate relevant insights into key emerging themes in the digital marketing environment

Unit 2: Digital planning

- Develop strategic recommendations in order to acquire, convert and retain customers
- Deliver an agile response to changing customer behaviours

Unit 3: Delivering success

- Manage and optimise key channels and content within a digitally enhanced strategic plan
- Apply key digital measures to analyse social, sentiment, search and site behaviour

Assessment: Portfolio

A work-based portfolio which is broken down into three tasks: research, plan and report.

Next Steps: to enrol – visit: www.cim.co.uk/studycentres

Postgraduate Diploma in Marketing (two stages)

Professional Postgraduate Diploma in Marketing Stage One

Level 7 (equivalent to a Master's degree)

Chartered Postgraduate Diploma in Marketing Stage Two

Level 7 (equivalent to a Master's degree)



To gain the Postgraduate Diploma in Marketing (stage one or stage two) a pass in all **mandatory** modules is required.

Postgraduate Diploma in Marketing (2 stages)

Qualification overview

The Postgraduate Diploma in Marketing is a challenging, strategic two-stage marketing qualification. It enables marketers to influence and champion the customer experience, contribute to competitive strategy, align the organisation's activities to the customer and manage marketing activities.

Who is it for?

This qualification is aimed at experienced marketers and senior business professionals wishing to gain a professional qualification, whilst working at strategic level or aspiring to do so.

Two stages

On completion of stage one you will gain the Professional Postgraduate Diploma in Marketing.

Stage two enables all graduates of stage one to top up their qualification to be eligible towards Chartered Marketer status through the completion of a work-based project. Graduates will also need the relevant experience, confirmed registration on our CIM CPD Programme and two consecutive years of:

- MCIM or FCIM membership grades
- Continuing professional development (CPD)

Stage 1

Professional Postgraduate Diploma in Marketing

To achieve the qualification, a pass in FOUR mandatory modules is required.

Four mandatory modules



Entry requirements

- CIM Professional Diploma in Marketing or the CIM Advanced Certificate in Marketing **OR**
- CIM Diploma in Professional Marketing **OR**
- A business or marketing Bachelor's or Master's degree (or an equivalent qualification) where a minimum of half of the credits come from marketing (i.e. 180 credits in Bachelor degrees and 90 credits in Master's degrees) **AND**
- English language qualification within last two years if English is not the student's first language **AND**
- Experience working at senior marketing management levels that allows potential students to evidence that they can meet the learning outcomes of the CIM Professional Postgraduate Diploma in Marketing if required to do so and pass the entry test for this qualification

Stage 2

Chartered Postgraduate Diploma in Marketing

One mandatory module



Entry requirements

- Successful completion of stage one or a previous version of the CIM Professional Postgraduate Diploma in Marketing **AND**
- A range of experience in a senior marketing management role that has provided potential students with ability to evidence competence in managing marketing resources and contributing to business decisions from a marketing perspective, and would be eligible for MCIM status. They should be able to evidence that they have met the learning outcomes of the Professional Postgraduate Diploma in Marketing if required to do so.

ADDITIONALLY

- Students should be in a position (preferably working) to plan, agree and implement a work-based project that is relevant to their business context

Note:

Entry level is dependent upon the currency and relevance of your qualifications and experience.

How long will it take to study (both stages)

Notional learning time is the amount of time we expect it to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria. This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported study time

Each module within the Postgraduate Diploma in Marketing requires different amount of learning time depending on the unit. However, overall we expect each stage of the qualification to take approximately 600 hours of notional learning time to complete.

Assesments (both stages)

It's possible to qualify within a single academic year studying part-time. In stage 1, you will be assessed across the four modules using a blend of two basic methods:

- Formal examination
- Assignments, such as coursework and case studies that require longer answers and will often be based on various findings and recommendations within your own company (or a business of your choice)

In Stage 2, you will need to submit a work-based project. This will be broken down into three tasks.

Find out more about other routes to Chartered status at:

www.cim.uk/charteredmarketer

Professional Postgraduate Diploma in Marketing

(stage 1)

Four mandatory modules

Marketing is a key driver of success in today's dynamic organisations. This module will give you an insight into marketing concepts and tools, and how these are applied to deliver results.

Module 1 Emerging Themes

Assessment by Assignment

- Critically evaluate the impact of new and emerging themes
- Build and refine the skills necessary to anticipate and adapt to further changes

Aims of the module

To be able to propose strategic marketing responses marketers need to critically evaluate the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment.

Module structure

The module is split into two parts, each with its own learning outcome

- **Part 1:** Macro emerging themes
- **Part 2:** Micro emerging themes

Assessment: Assignment

You will be asked to submit a written, practical business-based assignment.

Module 2 Analysis & Decision

Assessment by Examination

- Undertake a strategic audit
- Understand strategic options to make strategic marketing decision

Aims of the module

Marketers should be able to undertake a strategic audit of an organisation, and assess its capability and capacity to deliver the organisation's business and marketing strategy in a challenging, dynamic and diverse global marketplace.

Module structure

The module is split into three parts, each with its own learning outcomes.

Part 1: The strategic audit

- The strategic marketing audit: external
- The strategic marketing audit: internal
- Developing the organisation's strategic intent and direction

Part 2: Strategic options

- Assessing strategic marketing decisions
- Strategic options available to a growing organisation

Part 3: Making strategic marketing decisions

- Making and justifying strategic decisions
- Financial assessment of marketing opportunities
- Corporate and reputational risk of marketing decisions
- Impact analysis of strategic marketing decisions

Assessment: Examination

The Analysis and Decision module is assessed by a three hour written examination. Preparatory work will be required for this examination.

Professional Postgraduate Diploma in Marketing (stage 1)

Module 3 Marketing Leadership and Planning

Assessment by Assignment

Aims of the module

Marketers need to develop effective high level strategic marketing strategies relating to an organisation's corporate and business strategic intent in the short, medium and long term.

Module structure

The module is split into three parts, each with its own learning outcome.

- **Part 1: Delivering marketing strategies**
 - Developing and delivering an organisation's vision and mission
 - Developing marketing strategies and value proposition
- **Part 2: Strategic marketing planning**
 - Strategic marketing plans
 - Assessing and utilising organisational resources and assets
 - Monitoring and measuring marketing
- **Part 3: Market-led strategic change**
 - Leading and inspiring an organisation
 - Developing a marketing orientated culture
 - Developing and delivering organisational strategies for change

Assessment: Assignment

You will be asked to submit a written, practical business-based assignment.

Module 4 Managing Corporate Reputation

Assessment by Assignment

Aims of the module

This unit explores ways in which organisations can minimise the gap between customer perception and the way it wants to be perceived. Marketers need to understand the range of forces that create and change perceptions, and how to avoid any potentially serious issues.

Module Structure

The module is split into three parts, each with its own learning outcome.

- **Part 1:** Understanding the nature and characteristics of reputational management
- **Part 2:** Managing the dimensions of an organisation's reputation
- **Part 3:** Developing effective corporate communications

Assessment: Assignment

You will be asked to submit a written, practical business-based assignment.

Chartered Postgraduate Diploma in Marketing (stage 2)

A route to Chartered status Leading Marketing

Assessment by work based project

Aims of the module

You will explore an emerging marketing theme and evaluate its impact on current marketing practice. You will be expected to provide a project proposal in which you have critically evaluated current published work on the emerging marketing theme, and identified the key issues and opportunities facing the organisation or business sector.

Module structure

Stage two will prepare you to lead the design, implementation and evaluation of a strategic business project within your own organisation or business sector.

Stage two is split into three parts, each with its own learning outcomes:

- **Part 1:** Defining the project
- **Part 2:** Project implementation and assessment
- **Part 3:** Self review and CPD

Assessment: Work-based project

You will be asked to submit a written, practical business-based assignment.

Working towards a Master's or MBA?

Following completion of the Postgraduate Diploma in Marketing, there are many Master's degrees in marketing or MBAs which you may want to complete. Some universities offer exemptions for graduates of our Postgraduate Diploma in Marketing.

Contact us for more details :
qualifications@cim.co.uk

Next Steps: to enrol – visit: www.cim.co.uk/studycentres

FAQs

I am looking to study a CIM qualification. What are my next steps?

The first step in studying one of our qualifications is to enrol with an accredited study centre at: www.cim.co.uk/learning/study-centres. You will need to decide how you wish to study; face-to-face, distance learning or blended (a combination of online and face-to-face tuition). Once you have enrolled with a tuition provider, you can then join us (www.cim.co.uk/join/register/) as a studying member and have a wealth of study resources at your fingertips.

What is my entry level?

You will need to contact one of our accredited study centres to have your entry level assessed. They will consider your previous qualifications and experience to determine which qualification is right for you.

How much will it cost?

There are different costs associated with a CIM qualification. You will need to pay a tuition fee to your study centre, the cost of which can vary. We would recommend contacting several to compare prices and what is included in this fee, as well as their results and the level of support offered. Fees payable to CIM include your annual membership fee, and the cost of assessments. You can find a list of appropriate fees on our website. Remember that reduced fees are available to students studying in Emerging Market countries. (www.cim.co.uk/learning/qualifications/explore-all/)

Can I study on my own?

Self-study is not an available method of study. To study a CIM qualification, you must be enrolled with one of our accredited study centres. CIM's accredited study centres are assessed on a regular basis to ensure standards are maintained. Part of a centre's accreditation includes an assurance that all CIM students will be provided with tailored advice and guidance on matters such as examination technique, past examination papers, and materials to support learning, as well as CIM's assignment briefs. Studying with an accredited study centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

How long does it take to complete?

The duration of your studies will depend on your chosen study method and the study timetable of the centre. Please discuss your expectations and requirements with our study centre to ensure that you are able to study in the most appropriate way for you.

Can I study outside of the UK?

We currently have 65 accredited study centres outside of the UK who offer our qualifications. And if there isn't a centre local to you, you will be able to study with a distance learning provider, receiving online tuition and support. You can search for an appropriate centre using our online searching tool and filter your search depending on the country, qualification and preferred study method. (www.cim.co.uk/learning/qualifications/explore-all/)

I have a marketing degree. Am I eligible for any module exemptions?

If you have a marketing degree you may be eligible for a module exemption. To find out if your qualification is eligible, please email qualifications@cim.co.uk with details of your existing qualification, when you achieved this, which university you studied at and which of our qualifications you would like to study.

We also partner with leading UK universities to match the content of their marketing degree courses against CIM qualifications, to assess where we can award exemptions through our Graduate Gateway scheme. You can look to see if your university and degree are included here. www.cim.co.uk/learning/qualifications/graduate-gateway/

Can I complete just one module?

Each specialised module from the Foundation Certificate in Marketing, Certificate in Professional Marketing or Diploma in Professional Marketing can be achieved as a distinct, self-contained award. This allows for a flexible learning experience whereby you can continue to complete short awards, eventually gaining the full qualification in a time frame that suits you.

Can I use any post-nominal letters after completing my qualification?

If you complete the Postgraduate Diploma, you will be able to use the letters 'DipM' after your name. If you complete the Diploma in Professional Marketing, you would be eligible for

associate graded membership (www.cim.co.uk/community/membership/types/) and could use the letters ACIM after your name, whilst holding current membership.

Will I be a Chartered Marketer after completing a CIM qualification?

The prestigious Chartered Marketer status is achieved through a combination of qualifications, experience and continual professional development (CPD). To become a Chartered Marketer you must firstly reach MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. A CIM qualification will contribute towards your eligibility for graded membership.

If you have any other questions you'd like answered email qualifications@cim.co.uk

Continuing professional development (CPD)

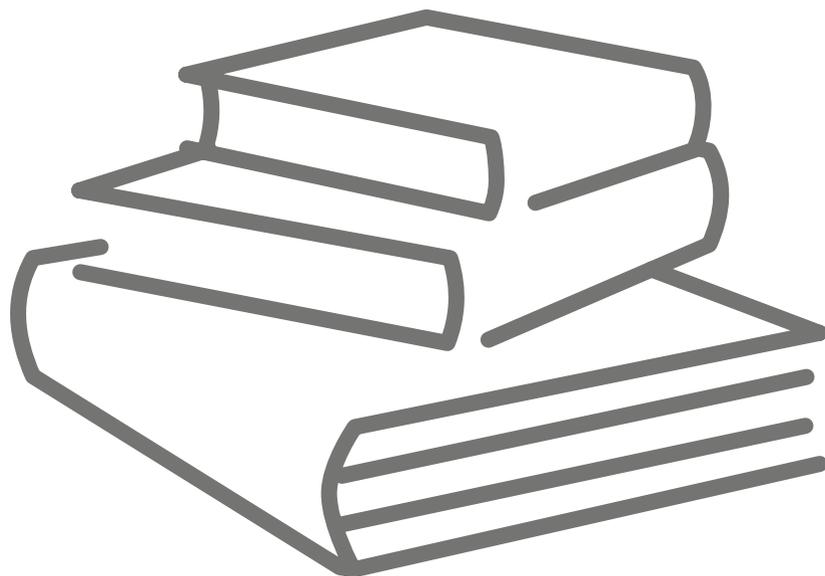
Continuing professional development (CPD) is essential to your continued effectiveness as a professional marketer. At CIM, we're committed to supporting you throughout your career and ensuring that you have the tools to develop in line with industry needs.

Our CPD Programme provides a focused and logical way for you to keep learning as your career progresses. It benchmarks your skills against our Professional Marketing Standards® framework, enables you to identify any gaps in your knowledge and

directs you to a range of activities to help overcome them.

Simply record all the learning and development activities that you undertake over your membership year; whether completed with us, through other organisations, or even things you've done on your own.

Your CPD journey can lead to achieving Chartered Marketer status - the mark of an up-to-date, experienced and qualified marketing professional. cim.co.uk/cpd



Enrol Now

- **Choose and contact your preferred accredited study centre at:**

cim.co.uk/studycentres or call the

CIM **Customer Experience team:**

+44 (0)1628 427120

- **Join CIM**

To take a qualification, you'll need to join us first. As a member of CIM, you will have access to a range of benefits and resources that can support your studies and professional marketing career. If you are already a member, just apply for your chosen qualification.

To join, simply visit: cim.co.uk/joinonline

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