



Professional Marketing Qualifications

Smart and flexible qualifications from CIM



Foundation Certificate in Marketing

Certificate in Professional Marketing

Diploma in Professional Marketing

Chartered Postgraduate Diploma in Marketing



Smart, flexible and in demand

About us

CIM (The Chartered Institute of Marketing) is the leading international professional marketing body. CIM exists 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 and training programmes – along with our extensive membership benefits – are all designed to support you, develop your knowledge, enable your growth and increase your network. Our professional pathway will help you excel and realise your full potential.

Marketing is constantly evolving and it's important to demonstrate you have kept up-to-date with the latest developments.

Following extensive research, with marketing professionals and the wider business community, we have recently launched a portfolio of award-based qualifications to reflect the market need for flexible bite-sized learning for today's professional marketer.

Each individual module can be achieved as a distinct self-contained award and when combined with further awards, it can be built into a full qualification if and when required.

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



What does a qualification mean for you?

- **Earn more**
Industry remuneration studies consistently demonstrate the value of a CIM professional qualification.
- **Instant credibility with employers**
Study with the world's leading professional marketing body.
- **A mix of theory and practice**
A unique opportunity to blend practical skills with academic understanding.
- **Flexible study**
Modular and bite-sized learning.
- **Choice over how you learn**
Study face-to-face, choose distance learning or blend the two.
- **The opportunity to become a Chartered Marketer**
The highest accolade in the industry.

Professional Marketing Standards

The Professional Marketing Standards framework consists 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 marketing and broader business functions, the Standards

give individuals and organisations the basis on which to assess the abilities of a capable and competent marketer.

More information about the Professional Marketing Standards can be found on our website: cim.co.uk/standards



Creating a pathway for your professional career

As the world's largest organisation for professional marketers, we have a global reputation as a centre of excellence and our qualifications are recognised worldwide.

At CIM, we are able to offer a pathway for your professional marketing development. The Certificate in Professional Marketing and the Diploma in Professional Marketing are designed specifically to help you progress

as a marketing professional. If you have no previous experience or qualifications and want to understand more about marketing, we offer the Foundation Certificate in Marketing. If, on the other hand, you are more advanced in your marketing career and have extensive senior marketing management experience, our Chartered Postgraduate Diploma in Marketing may be more suitable.

Foundation Certificate in Marketing

What is marketing? Learn the basic frameworks and develop your knowledge and skills.

For 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.

Certificate in Professional Marketing

Understand the wider role of marketing and insights into consumer behaviour. Gain the expertise to implement tactical marketing activity.

Aimed at the aspiring marketer who wishes to gain knowledge and skills to succeed and progress within a career in marketing. Ideal for those working in marketing support roles (eg marketing assistants) or whose current job encompasses elements of marketing.

Diploma in Professional Marketing

Get equipped with the knowledge, skills and understanding to take a strategic approach to marketing. Understand marketing metrics needed to make informed decisions.

Aimed at marketers in an operational, supervisory or management role 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.

Chartered Postgraduate Diploma in Marketing

Demonstrate specialist professional knowledge across many areas with this challenging high-level two stage marketing qualification. A route to Chartered Marketer status.

For marketers who are working at a strategic level or aspiring to do so and wish to gain a professional Masters level qualification.

CIM Membership: Supporting you throughout your marketing studies and beyond

Did you know that by signing up for one of our qualifications you will be joining the world's largest marketing community?

Learning zone

A dedicated hub of resources to support you during your studies, from senior examiner reports to 'hints and tips' to help you succeed with your assessment. cim.co.uk

Practical insights webinars

Interactive webinars delivered by marketing experts – our Course Directors. They provide you with practical marketing knowledge you can immediately apply within your day-to-day marketing role.

cim.co.uk/practicalinsights

Cutting Edge

Want to keep up with the latest marketing news but don't have the time? As a member you will receive a weekly e-mail digesting the news and alerting you to examples to help you with your assessments.

cim.co.uk/cuttingedge

The Marketer magazine

All the latest industry trends, analyses and practical marketing guides in our publication and via e-mail. themarketer.co.uk

Here are some of the benefits that we provide to support you throughout your marketing studies and beyond.

Marketing Expert

An exclusive online marketing toolkit with practical marketing guides and templates.

cimmarketingexpert.co.uk

CIM Information And Library Services

Dedicated researchers can assist and help you with accessing market research reports series including Mintel and Key Note. Online resources give direct access to journals, books, newspapers and reports via Emerald, Ebsco and MyiLibrary. cim.co.uk/resources

Chartered CPD Programme

Our Chartered CPD Programme provides a framework to take control of your own development as a professional marketer and is the only route to Chartered Marketer status. cim.co.uk/charteredCPD

- **Join now:**
cim.co.uk/join
- **For further information call:**
+44 (0)1628 427120



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 see how your practical skills can be applied to future career progression.

Designed with complete flexibility in mind

This qualification consists of two mandatory modules. However, you can choose to complete just one module and gain an award. Should you choose to continue to study and successfully complete the second module, you will achieve the full qualification.

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. We do, however, ask that if English is not your first language, you provide us with evidence that you have achieved – within the past two years – either an IELTS Academic Module with an overall score of 6.5 (each component pass being at 6.0 or above) or the Cambridge Certificate of Advanced English at grade B or above. We are prepared to consider other equivalent alternatives.

Assessments

We use a combination of methods to assess the Foundation Certificate in Marketing. For the Marketing Principles module, there will be an external assessment consisting of a 90 minute online test, in which you answer 50 multiple-choice questions. In the Customer Communications module, the external assessment is a seven page scenario based assignment on a given and organisation of your choice.

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.

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

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

To gain the Foundation Certificate in Marketing, a pass in both mandatory modules is required. However, each module can be taken as a stand-alone to gain a module award.

Foundation Certificate in Marketing

Mandatory (Marketing Principles)

As a marketer, it is important to understand a number of key concepts and be able to apply them to your business environment. This module will give you a grounding in a number of core principles.

Aims of the module

This module provides an understanding of the key concepts and terminology used in marketing. It 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 (weighting indicated in brackets). By the end of this module you should be able to:

Unit 1: Discovering marketing

- Describe the role and function of marketing within organisations (15%).
- Explain the factors that influence consumer behaviour (15%).

Unit 2: The marketing environment

- Identify the key components of the marketing environment (20%).
- Know how to collect relevant information about the marketing environment (15%).

Unit 3: The marketing mix

- Describe the concept and elements of the marketing mix (20%).
- Know how the marketing mix is applied in different contextual settings (15%).

Assessment: examination

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

Marketing Principles

- Mandatory module
- Assessment by exam

Foundation Certificate in Marketing

Mandatory (Customer Communications)

Through this module, you will build your understanding of the importance of customer relationships and discover the way in which marketing communications can be used as a tool of engagement.

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 (weighting indicated in brackets). By the end of this module you should:

Unit 1: Who are customers?

- Have an understanding of different types of customer (15%).
- Understand the nature and importance of customer relationships (15%).

Unit 2: Communicating with customers

- Know the purpose and process of marketing communications (10%).
- Understand the range of different marketing communications tools available (30%).

Unit 3: Creating a marketing communications campaign

- Be able to create an outline marketing communications campaign (20%).
- Be able to implement the marketing communications campaign (10%).

Assessment: assignment

You will be asked to submit a seven page assignment based on a given scenario and an organisation of choice. This assignment is broken down into three tasks.

Customer Communications

- Mandatory module
- Assessment by assignment

Foundation Certificate in Marketing

A qualification and modular awards to suit your lifestyle

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

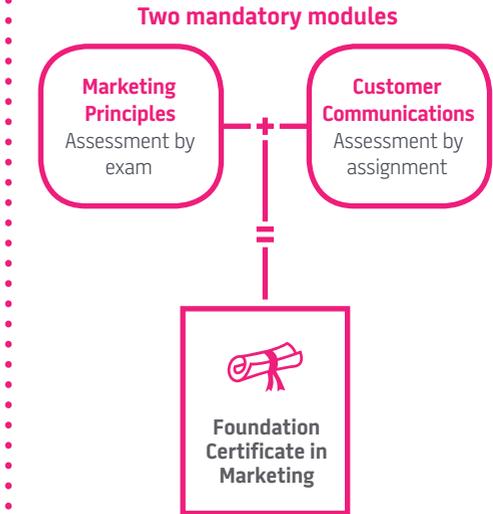
Bite-size awards

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



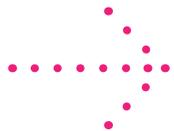
Full qualification

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



What's my next move?

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



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.

Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

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 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 Certificate in Marketing qualification.
- 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.

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.

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

There are three assessment sessions per year.

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 to gain a module award.

Certificate in Professional Marketing

Mandatory (Marketing)

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.

Marketing

- Mandatory module
- Assessment by exam

Aims of the module

This module is about recognising the importance of marketing's role in driving success and delivering results. It 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 (weighting indicated in brackets). By the end of this module you should be able to:

Unit 1: The marketing concept

- Understand the role and function of marketing (10%).
- Understand what influences customer behaviour (15%).

Unit 2: Analysis and insight

- Identify factors and trends in the marketing environment and how they affect marketing planning (15%).
- Identify options for gathering relevant marketing information (15%).

Unit 3: Marketing mix

- Know the elements of the marketing mix (30%).
- Apply and adapt the marketing mix to satisfy customer needs (15%).

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

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

Mandatory (Integrated Communications)

Marketers need to communicate effectively with internal stakeholders and customers. This module will provide you with the skills to assist in developing communications to build sustainable relationships.

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 (weighting indicated in brackets). By the end of this module you should be able to:

Unit 1: Internal marketing

- Know how to build cross-functional relationships (15%).
- Understand how to harness resources to deliver effective marketing solutions (10%).

Unit 2: Value proposition

- Create effective communications to deliver value to customers (15%).
- Understand product and brand management (20%).

Unit 3: Marketing communications

- Understand the components of the marketing communications mix (20%).
- Develop integrated marketing communications (20%).

Assessment: Assignment

A 12 page assignment, of three tasks, based on a given scenario and an organisation of choice.

Certificate in Professional Marketing

Elective (Customer Experience)

Marketers increasingly need to develop deeper knowledge of customers in different contexts. This module will enable you to understand and enhance customer experience.

Aims of the module

This module recognises how deeper knowledge of customer requirements within different contexts allows organisations to enhance customer experience. It 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 that ultimately enable 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 (weighting indicated in brackets). 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 (15%).
- Understand the importance of customer expectations (15%).

Unit 2: Customer experience

- Understand the different dimensions of customer experience (20%).
- Deliver activities that enhance customer experience (20%).

Unit 3: Measuring and monitoring

- Know how to monitor and measure customer experience in context (15%).
- Use metrics to improve future customer experience (15%).

Assessment: Assignment

A 12 page assignment of three tasks, based on a given scenario and an organisation of choice.

Customer Experience

- Elective module
- Assessment by assignment

Elective (Digital Marketing)

Marketers need the essential skills to identify, integrate and monitor digital tactics to enhance marketing activities.

Aims of the module

This module is about appreciating the importance of the ever-evolving digital landscape and understanding how to develop skills to improve digital marketing effectiveness. It 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 that enable organisations to improve digital marketing performance.

Module structure

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets). 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 (15%).
- Assess the impact and influence of the dynamic digital environment (15%).

Unit 2: Digital toolkit

- Understand how key digital tools can support and enhance marketing (20%).
- Understand the relevance of digital platforms and channels in context (20%).

Unit 3: Digital in action

- Develop digital activities to support and enhance multichannel marketing (15%).
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness (15%).

Assessment: Portfolio

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

Digital Marketing

- Elective module
- Assessment by portfolio

Certificate in Professional Marketing

A professional qualification and modular awards to suit your lifestyle

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

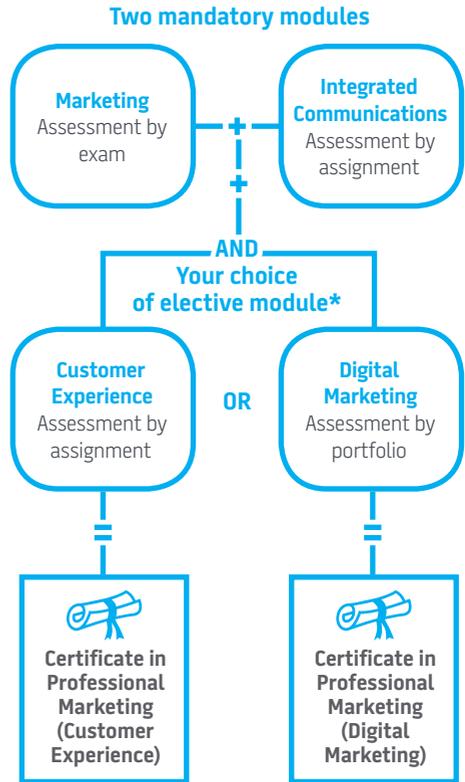
Bite-size awards

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



Full qualification

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



* 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.

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.

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.

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

There are three assessment sessions per year.

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 a module award.

Diploma in Professional Marketing

Mandatory (Strategic Marketing)

Marketers are presented with many complex choices in the context of a future that is inherently uncertain. This module will enable you to take a strategic approach to planning that achieves a sustainable competitive advantage.

Strategic Marketing

- Mandatory module
- Assessment by exam

Mandatory (Mastering Metrics)

Marketers need to be able to selectively analyse data for insight and undertake effective decision making in relation to the utilisation of marketing resources. This module looks at the increasing volume and range of data, innovative methods of analysis and new measures of marketing effectiveness.

Mastering Metrics

- Mandatory module
- Assessment by assignment

Aims of the module

This module recognises the significance of situation analysis and introduces techniques for assessing external and internal environments to enable effective decision making. It 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 (weighting indicated in brackets). 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 (15%).
- Understand how to analyse an organisation's current and future internal environment (15%).

Unit 2: Planning

- Analyse relevant information to recommend and inform strategic decision making (20%).
- Develop a strategic marketing plan to realise organisational objectives (20%).

Unit 3: Implementation and control

- Manage resources to deliver the strategic marketing plan (15%).
- Monitor, measure and adapt the marketing plan for continuous improvement (15%).

Assessment: Extended answer test

(A three hour examination)
Extended answer questions with preparatory work.

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 (weighting indicated in brackets). By the end of this module you should be able to:

Unit 1: Metrics and analytics

- Understand the role of marketing metrics (15%).
- Understand the significance of different measurement techniques across a range of market contexts (10%).

Unit 2: Measuring effectiveness

- Know the relevant measures of marketing performance (15%).
- Apply marketing metrics to establish the effectiveness of marketing activities (20%).

Unit 3: Analytics for decision making

- Understand appropriate sources data analysis (15%).
- Utilise various analytics tools and techniques for marketing insight and strategic decision making (25%).

Assessment: Work-based assignment

A 16 page assignment, of three tasks, based on a given scenario and an organisation of choice.

Diploma in Professional Marketing

Elective (Driving Innovation)

Fast-moving environments can present significant challenges and opportunities to the marketer and the organisation.

This module will enable you to take a visionary approach and embed innovation through the lens of entrepreneurial marketing.

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 (weighting indicated in brackets). By the end of this module you should be able to:

Unit 1: Entrepreneurial marketing

- Understand the relationship between marketing and entrepreneurship (15%).
- Implement an entrepreneurial response to change and to delivering marketing solutions (15%).

Unit 2: Innovation

- Understand the key factors that facilitate and nurture innovation in organisations (15%).
- Apply principles of innovation throughout the marketing function (15%).

Unit 3: The marketing champion

- Understand the role of internal marketing (20%).
- Implement marketing-led organisational change (20%).

Assessment: Work-based assignment

A 16 page assignment of three tasks, based on a given scenario and an organisation of choice.

Driving Innovation

- Elective module
- Assessment by assignment

Elective (Digital Strategy)

Digital marketing has evolved from a set of tactical actions into a significant element of strategy. This module provides insight and in-depth consideration into how organisations can implement digital marketing capabilities into strategic marketing planning.

Aims of the module

This module outlines 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. It examines 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 (weighting indicated in brackets).

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

Unit 1: Digital disruption

- Understand the strategic implications of the disruptive digital environment (10%).
- Generate relevant insights into key emerging themes within the digital marketing environment (20%).

Unit 2: Digital planning

- Develop strategic recommendations in order to acquire, convert and retain customers (20%).
- Deliver an agile response to changing customer behaviours (20%).

Unit 3: Delivering success

- Manage and optimise key channels and content within a digitally enhanced strategic plan (20%).
- Apply key digital measures to analyse social, sentiment, search and site behaviour (10%).

Assessment: Portfolio

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

Digital Strategy

- Mandatory module
- Assessment by portfolio

Diploma in Professional Marketing

a professional qualification and modular awards to suit your lifestyle

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

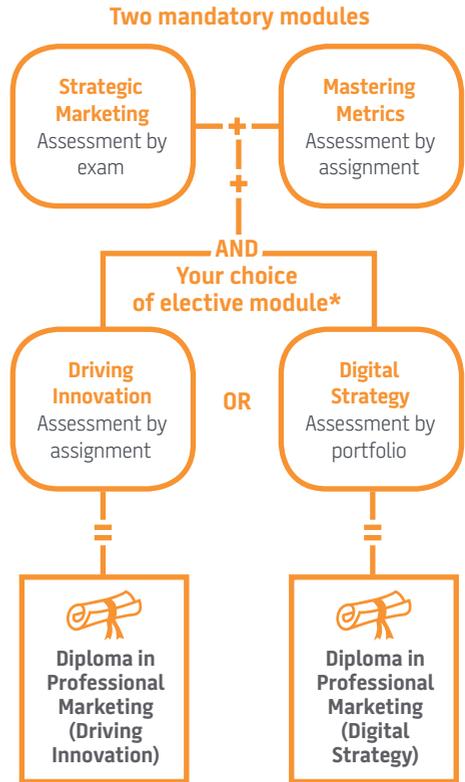
Bite-size awards

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



Full qualification

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



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

What's my next move?

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

Chartered Postgraduate Diploma in Marketing

Qualification overview

The Chartered 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.

Two stages

On completion of stage one you will gain the Professional Postgraduate Diploma in Marketing. You may also be eligible for MCIM status.

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

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

Stage one CIM Professional Postgraduate Diploma in Marketing



Stage two Chartered Status



Find out more about other routes to Chartered Status at cim.co.uk/charteredmarketer



Stage one (mandatory)

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.

Unit 1: Emerging Themes

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

A red dotted-line border containing the text "Emerging Themes" and two bullet points. Below the text is a red circular icon with a white ribbon award.

Emerging Themes

- Mandatory module
- Assessment by assignment

Aims of the unit

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.

Unit structure

The unit is split into two parts, each with its own learning outcome. The weighting of each outcome, as part of the overall assessment, is shown in brackets below:

- **Part 1:** Macro emerging themes (50%).
- **Part 2:** Micro emerging themes (50%).

Assessment: assignment

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

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.

Chartered Postgraduate Diploma in Marketing

Unit 2: Analysis and Decision

- Undertake a strategic audit.
- Understand and strategic options to make strategic marketing decisions.

Analysis and Decision

- Elective module
- Assessment by exam

UNIT 3: Marketing Leadership and Planning

- Develop high-level marketing and relationship strategies.
- Analyse and understand corporate strategy to ensure successful execution and delivery.

Marketing Leadership and Planning

- Elective module
- Assessment by assignment

Aims of the unit

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.

Unit structure

The unit is split into three parts, each with its own learning outcomes. The weighting of each outcome, as part of the overall assessment, is shown in brackets below:

Part 1: The strategic audit

- The strategic marketing audit: external (35%).
- The strategic marketing audit: internal (35%).
- Developing the organisation's strategic intent and direction (30%).

Part 2: Strategic options

- Assessing strategic marketing decisions (20%).
- Strategic options available to a growing organisation (80%).

Part 3: Making strategic marketing decisions

- Making and justifying strategic decisions (20%).
- Financial assessment of marketing opportunities (30%).
- Corporate and reputational risk of marketing decisions (30%).
- Impact analysis of strategic marketing decisions (20%).

Assessment: examination

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

Aims of the unit

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.

Unit structure

The unit is split into three parts, each with its own learning outcomes. The weighting of each outcome, as part of the overall assessment, is shown in brackets below:

Part 1: Delivering marketing strategies

- Developing and delivering an organisation's vision and mission (30%).
- Developing marketing strategies and value proposition (70%).

Part 2: Strategic marketing planning

- Strategic marketing plans (30%).
- Assessing and utilising organisational resources and assets (40%).
- Monitoring and measuring marketing (30%).

Part 3: Market-led strategic change

- Leading and inspiring an organisation (40%).
- Developing a marketing orientated culture (30%).
- Developing and delivering organisational strategies for change (30%).

Assessment: assignment

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

Chartered Postgraduate Diploma in Marketing

UNIT 4: Managing Corporate Reputation

- Understand and analyse the elements and forces controlling corporate reputation.
- Develop strategies to recognise and minimise risk.

Managing Corporate Reputation

- Elective module
- Assessment by assignment

Aims of the unit

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.

Unit structure

The unit is split into three parts, each with its own learning outcome. The weighting of each outcome, as part of the overall assessment, is shown in brackets below:

- **Part 1:** Understanding the nature and characteristics of reputational management (25%).
- **Part 2:** Managing the dimensions of an organisation's reputation (25%).
- **Part 3:** Developing effective corporate communications (50%).

Assessment: assignment

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

STAGE two

A route to Chartered Status.

Aims of the unit

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.

Unit 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 masters or MBA?

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

Find out more at

cimlearningzone.co.uk/community/whats-next

Marketing Leadership and Planning

- Assessment by work-based project



Chartered Postgraduate Diploma in Marketing Requirements and your next steps

Entry requirements

Stage one

- CIM Professional Diploma in Marketing (2003 syllabus or the 2009 syllabus) or the CIM Advanced Certificate in 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 (ie, 180 credits in Bachelor degrees and 90 credits in Master's degrees) AND
- A range of experience working at Senior Marketing Management level that allows potential students to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and pass the entry test for this qualification.

Stage two

- 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.

We do, however, ask that if English is not your first language, you provide us with evidence that you have achieved – within the past two years – either an IELTS Academic Module with an overall score of 6.5 (each component pass being at 6.0 or above) or the Cambridge Certificate of Advanced English at grade B or above.

Assessments

It's possible to qualify within a single academic year studying part-time. In stage one, you will be assessed across the four units 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 two, you will need to submit a work-based project. This will be broken down into three tasks.

How long will it take to study?

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.

Each unit within the Chartered Postgraduate Diploma 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.

Some questions answered and how you enrol

Where can I study?

We have an extensive network of Accredited Study Centres in the UK and overseas. These respected business schools, colleges and universities have all been approved and accredited to deliver CIM qualifications.

How can I study?

Face-to-face – We fully understand the time challenges of working life. Studying part-time at evening classes or weekends can help get the right balance.

Distance learning – You can study remotely, with access to tutors and important resources via phone, e-mail and web. Although you can learn at your own pace, you may miss the discipline and debate of attending a regular class.

Blended – This increasingly popular option allows you to complete your qualification through intensive online learning which is supported by prepared material, tutorials and face-to-face workshops.

Enrol now

- **Choose and contact your preferred Accredited Study Centre**
- **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 complete an application form online at cim.co.uk/joinonline

Our Accredited Study Centres are here to help. Find a Study Centre at cim.co.uk/studycentres.

Or call the CIM Customer Experience team:
+44 (0)1628 427120

What level am I at?

It is important to choose a qualification at the right level, based on your knowledge and breadth of marketing experience.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications, or equivalent alternatives, within the last two years: IELTS Academic Module with 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.

What are the costs?

All our qualifications represent a sound investment in your future and your employer may therefore be willing to sponsor you.

The costs depend on the course, the mode of study and the Accredited Study Centre. Some study centres may bundle costs together, where you should expect to pay for tuition fees, study materials, assessment fees and CIM membership.

Costs for tuition will vary depending on your chosen study centre, so it is worth contacting a few to compare prices, find out what is included and the levels of support offered.

Existing university marketing degree graduates

We partner with leading UK universities to match the content of their marketing degree courses against CIM qualifications to assess where we can award exemptions. This means that current and past students at eligible universities can gain CIM qualifications without having to do all the usual assessments.

Find out more at cim.co.uk/gradexemptions

Yet to finish a CIM qualification?

If you have started a CIM qualification, you may be eligible to transfer to the new qualifications. Contact CIM about transition options.



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 Chartered 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 the 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



© CIM 2014. All rights reserved. Permission to reproduce or extract material from this publication must be sought from CIM.

CIM

Moor Hall
Cookham
Maidenhead
Berkshire, SL6 9QH
United Kingdom

T +44 (0)1628 427120
F +44 (0)1628 427158
E qualifications@cim.co.uk
W cim.co.uk/qualifications
 [@CIMInfo](https://twitter.com/CIMInfo)
 www.facebook.com/TheCIM
 The Chartered Institute of Marketing (CIM)