



**CIM**  
**Academy**

**MARKETING**

**ONLINE**  
**LONDON**  
**BERKSHIRE**

# **CIM Diploma in Professional Marketing**

The operational and strategic skills required  
to manage the marketing function

The direct study centre of **CIM**

# OUR PROFESSIONAL QUALIFICATIONS:

## **CIM Marketing qualifications**

Level 3 Foundation Certificate in Marketing

Level 4 Certificate in Professional Marketing

## **Level 6 Diploma in Professional Marketing**

Level 7 Chartered Postgraduate Diploma in Marketing

## **Sales**

Intensive Diploma in Strategic Sales Practice – our sales qualification for sales leaders

Visit [www.cimacademy.co.uk](http://www.cimacademy.co.uk) for more details.

# DIPLOMA IN PROFESSIONAL MARKETING

**The operational and strategic skills required  
to manage the marketing function**

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# ABOUT CIM ACADEMY

**The only study centre owned and managed by CIM (The Chartered Institute of Marketing); the world's largest and most respected organisation for professional marketers. CIM Academy offers internationally recognised marketing, digital marketing and sales qualifications via flexible study options to suit your busy working lifestyle.**

We pride ourselves on providing flexible and intensive study options designed to get delegates through their studies quickly and efficiently. Our qualifications will make a real difference to your career – providing the skills and knowledge required to succeed and be confident in your workplace.

See the inside front cover for a full list of our qualifications.

## **Study with us and access:**

- The highest quality resources and expertise – as part of CIM, our resources are second to none.
- Outstanding academic and business related tuition from our Expert Delivery Team who are leaders in their field.
- Highly supportive network – from a dedicated support team, the Expert Delivery Team and fellow delegates.
- 24/7 access to CIM Academy Online – the online learning community supporting you throughout your studies. As well as being able to collaborate with other delegates and our Expert Delivery Team, it hosts an extensive range of online tools, templates, podcasts and links to relevant reading that you can use in your workplace as well as in your assignments.
- Excellent pass rates and awards for outstanding achievement.
- An unrivalled reputation – over 90% of our delegates would recommend us.
- CPD hours – proving your commitment to improving and developing your skills.

**The Diploma in Professional Marketing provides the strategic skills required to manage the marketing function.**

This programme has been designed by CIM Academy and is based on the Professional Marketing Standards developed, and recently updated by CIM for the marketing profession.

### **Who is it for?**

This recognised CIM qualification is ideal if you are aspiring to and currently in operational, supervisory or management roles looking to build your practical skills and broaden your strategic perspective.

The typical profiles of people who might take this qualification often include:

- Department managers.
- Functional managers.
- Product/brand managers.
- Account managers.
- Marketing executives.
- Business development managers.

### **What will you learn:**

#### **Strategic Marketing (Mandatory)**

- The strategic marketing planning process, including how to evaluate and implement it through effective management of resources.

#### **Mastering Metrics (Mandatory)**

- An understanding of key marketing metrics and measurement techniques you will be able to identify and interpret insights to support informed strategic decisions.

And then you will have the choice of two electives:

#### **Driving Innovation**

- To recommend how innovation and entrepreneurial marketing can help achieve competitive advantage.

Or:

#### **Digital Strategy**

- To provide insight into how organisations can implement a digital marketing strategy and build these capabilities into the overall strategic plan.

Successful completion of **three** modules will lead to the CIM Diploma in Professional Marketing.

If you wish, you can study for one module at a time, and build up to a qualification later. Please contact us to discuss the options open to you.

### **For groups and teams**

We regularly deliver our qualifications to groups and teams of individuals within organisations, or build a bespoke programme to suit your industry or business needs. For more details please contact **team@cim.co.uk** or call **+44(0)1628 427250**.

# FLEXIBLE STUDY OPTIONS

## VIRTUAL LEARNING (ONLINE)\*

- Interact in live virtual classroom tutorials; group and tutor led sessions without leaving your home or office.
- Ideal if you are looking for a high level of support, yet do not have the time or budget to travel to weekly classes.

### Key benefits:

- Live sessions via webcam from any location.
- Opportunity to go back and review tutorials to consolidate learning.

## BLENDED (FACE-TO-FACE AND ONLINE)

- A mix of online learning through interactive tutorials and face-to-face one-day workshops.

### Key benefits:

- Choose when to study, and at your own pace.
- Face-to-face workshops reinforce learning, allowing for practical application.

## RESIDENTIAL (FACE-TO-FACE AND ONLINE)

- Study online and in intensive residential sessions of 2 to 4 days duration over a number of months.

### Key benefits:

- Allows for an in-depth exploration of ideas, practical activities, and guided learning, ensuring that you can draw on the experiences of other delegates and our expert Course Director team.
- In some cases you can take your examination during the residential session at Moor Hall.
- All materials, e-books and online access will be provided on an iPad that is yours to keep at the end of your studies.

\* Requires access to a computer with broadband.

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## BENEFITS OF ALL STUDY OPTIONS

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Whichever way you choose to study, you will:

- Receive support and feedback when revising and writing assignments.
- Benefit from the unrivalled resources that CIM has to offer.
- Access podcasts, a suite of online tools and content through CIM Academy Online, your personal virtual learning environment and web based books through CIM's knowledge and information centre.
- Network with other marketing professionals at similar levels in a variety of businesses.
- Access the support network of the CIM Academy and Expert Delivery Team, as well as fellow delegates.

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# ASSESSMENT AND SUPPORT

## **Personal study**

Delegates will need to spend a minimum of ten hours per week studying and reading books. The majority of this can be completed online.

## **How it's assessed**

One three-hour examination and a combination of work-based assignments and/or e-portfolios, depending on the modules you choose.

## **Connect... interact... learn...**

**CIM Academy Online** is the online learning platform that supports all of our delegates through their studies with CIM Academy. It hosts an online course area that allows you to access a wide range of informative online tutorials, templates, academic and practical resources - many of which are downloadable.

The learning is divided into a structured study schedule that will help you balance the demands of work with studying for a professional qualification. Combined with allocated reading activities, the online content comes together to ensure you achieve the overall learning outcomes from the syllabus and equips you with practical tips and guidance that you can use back at work.

CIM Academy Online promotes interaction and engagement via online discussion forums and private dialogue areas, so you can easily connect with your peers and the Expert Delivery Team, who are at hand to provide you with the academic support and guidance you need to successfully gain your qualification.

CIM Academy Online also has a dedicated learning support team, on hand\* to offer you support and assistance for both technical and course related queries, as well as provide encouragement and motivation throughout the duration of your course. We want to maintain a positive learning experience throughout your time with CIM Academy.

## **Interact real time**

Should you chose to study virtually with the CIM Academy, in addition to your access to the wealth of resources available through CIM Academy Online, you will engage in live virtual classroom sessions delivered by our skilled Expert Delivery Team. The equipment required is detailed on page 10. The virtual classroom sessions are 60 minutes each and are recorded so you can revisit what you have learned at any time.

\*UK office hours



### STRATEGIC MARKETING (Mandatory)

#### Assessment

This module is assessed by a three-hour examination that is based on a marketing plan that you have previously prepared for your organisation.

#### Learning outcomes

##### 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.

##### Planning

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

##### Implementation and control

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

### MASTERING METRICS (Mandatory)

#### Assessment

This module is assessed by a work-based assignment.

#### Learning outcomes

##### Metrics and analytics

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

##### Measuring effectiveness

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

##### Analytics for decision making

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

# COURSE CONTENT

To complete your qualification you can choose one of the two electives below. Successful completion of three modules will lead to the CIM Diploma in Professional Marketing.

## DRIVING INNOVATION (Elective)

### Assessment

This module is assessed by a work-based assignment.

### Learning outcomes

#### Entrepreneurial marketing

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

#### Innovation

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

#### The marketing champion

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

## DIGITAL STRATEGY (Elective)

### Assessment

This module is assessed by an e-portfolio.

### Learning outcomes

#### Digital disruption

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

#### Digital planning

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

#### Delivering success

- Know how to 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.

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. This qualification is the equivalent of the final year of a full degree and we recommend that you have at least two years of experience working in a marketing role.

Alternatively, we accept:

- CIM Level 4 Professional Certificate in Marketing.
- CIM Level 4 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 - one third credits related to marketing content.
- Diagnostic assessment to Level 6.

Our programmes are taught in English, and if English is not your first language, you will also need to provide evidence of at least IELTS Academic Module (6.5)/ Cambridge Certificate of Advanced English (Grade B).

### **Transition arrangements**

If you are part way through studying this qualification elsewhere you can transfer to study with CIM Academy. Please contact the CIM Academy team on **+44 (0)1628 427240** for more details.

# TECHNICAL REQUIREMENTS

The recommended minimum specification of your PC or Mac is:

## **Windows:**

- 1.4GHz Intel® Pentium® 4 or faster processor (or equivalent) for Microsoft® Windows® XP or Windows 7; 2GHz Pentium 4 or faster processor (or equivalent) for Windows Vista®.
- Windows 7, Vista or XP operating system.
- 512MB of RAM (1GB recommended) or Windows XP or Windows 7; 2GB recommended for Windows Vista.
- Microsoft Office 2003 or higher.
- Minimum 1MB Broadband Internet connection, DSL or better (required for high quality video).
- Microsoft Internet Explorer 7 or higher, Mozilla Firefox, Apple Safari 4 or 5, Google Chrome.

## **Mac:**

- 500MHz PowerPC® G3 or faster or 1.8GHz Intel Core™ Duo or faster processor.
- Mac OS X v10.5, 10.6 (Intel) or Mac OS X Lion +.
- Apple Safari 5 or higher, Google Chrome, Mozilla Firefox.

## **You will also require:**

- Pop-ups and JavaScript enabled in your chosen browser.
- Adobe Flash player 10.1 or higher.
- Java version 6.
- Audio sound card and speakers or headphones for listening.

# HOW TO BOOK AND PRICES

## Booking

Bookings should be made via the CIM Academy team at CIM – please call us on **+44 (0)1628 427240** or visit **www.cimacademy.co.uk** to complete an online application form and send an up-to-date CV with your booking.

## Virtual (online)

£1740 + VAT

What's included

- Tuition costs
- 24/7 access to CIM Academy Online
- Study materials

## Blended (face-to-face and online)

£3090 + VAT

What's included

- Tuition costs
- 24/7 access to CIM Academy Online
- Selected core reading books
- Study materials

## Residential (face-to-face)

£5340 + VAT

What's included

- Tuition costs
- 24/7 access to CIM Academy Online
- Selected e-books and study materials pre-loaded on an iPad
- Accommodation

Please note: No matter what your preferred study option, you will be required to pay £560 of CIM registration and assessment fees. We take care of the administration for you, leaving you to concentrate on your studies. Additional exam fees may apply to students in non-UK locations.

# TRAINING VENUES

MARKETING

## Moor Hall, Berkshire

Workshops take place at Moor Hall, our purpose-built training and conference complex in Cookham, Berkshire. Aside from being the home of CIM, the venue provides a high quality learning environment with access to world-class marketing resources and is conveniently located within easy reach of international airports, major roads, motorway networks and main route railway stations.

**Accommodation for the Residential option is provided in our recently refurbished ensuite bedrooms and is included in the price.**

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