

CIM Professional Diploma in Marketing

New Syllabus Course Available in July 2009

The Chartered Institute of Marketing
Accredited Study Centre

The **Professional Diploma in Marketing** is for marketers with operational responsibility and an eye on management. You'll learn how to plan, implement and measure marketing activities at the operational level, and understand the impact of marketing decisions on other functions within the business.

This qualification really helps with the 'how to' aspects of marketing planning, enabling you to develop as the 'marketing professional'. The focus moves from the theoretical aspects of marketing towards the many skills needed to manage the function itself – including elements ranging from channel management to communications, along with specialist areas like new product development.

This CIM marketing qualification is delivered through distance/e-Learning over 12 months, assessed by 3 written assignments and 1 case study based examination. The e-learning units comprise of high quality learning tutorials and videos from world leading marketing experts. You can study anywhere and at your own pace.

MMC learning is the CIM Accredited Study Centre for working professionals providing cutting edge learning content with flexible ways to learn supported by a dedicated, experienced team of tutors and eCourse support staff. Now serving learners from small to large companies in over 50 countries!

1. Why Do this Course?

Studying and gaining this CIM Professional Diploma in Marketing qualification will

- Help you progress your career to the next level
- Differentiate you from others in the market place
- Significantly improve your marketing knowledge and skills
- Aid you in the process of getting a better marketing position
- Give you a globally and industry recognised qualification
- Allow you to become part of the world's largest marketing organisation

2. Course Reviews

"I have learned to look further than the obvious and see marketing in a context of the overall business and marketplace - instead of seeing it in isolation."

"I'd definitely recommend any CIM qualification to fellow marketers. I believe it really helps to profile yourself with your current or prospective employer, progress your career and your understanding – and basically become better at your job."

"Shortly after having completed the CIM Professional Diploma I was promoted by my previous employer to Marketing Communications Manager, and a few months after completing the CIM Postgraduate Diploma I was offered a new position as Marketing Manager – Acquisition and Reactivation…."



3. Course Content

The CIM Professional Diploma in Marketing comprises of 4 units listed below;

Unit 1: The Marketing Planning Process
Unit 2: Delivering Customer Value Through Marketing
Unit 3: Managing Marketing
Unit 4: Project Management in Marketing

Unit 1: The Marketing Planning Process

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

- Evaluate the role of the marketing planning process and the marketing plan implementation in a range of marketing contexts including that of the organisation's strategy, culture and broader marketing environment
- Evaluate the interconnectivity between corporate, business and marketing objectives and consider the impact of the external marketing environment and the organisation's resources on their development and achievement
- Conduct a marketing audit including a detailed analysis of the internal and external marketing environments
- Assess the findings of the audit and develop a marketing plan that is responsive to market and organisational changes and underpins the organisation's marketing strategy, Determine the importance of segmentation, targeting and positioning and their relative interdependencies and develop effective segmentation, targeting and positioning strategies which are innovative, cost effective, valuable and maximise the potential marketing opportunities successfully
- Utilise a range of positioning platforms including price, quality, service and brand perception, to establish an organisation's marketing positioning strategy
- Recognise the significance of retaining existing customers through relationship marketing when developing strategies to achieve marketing objectives

Unit 2: Delivering Customer Value Through Marketing

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

- Develop and manage a brand and product portfolio in the context of the organisation's marketing strategies and objectives
- Develop and implement an effective and efficient channel management strategy which reflects the needs of stakeholders and considers the impact of the external environment
- Develop an effective and innovative communications strategy and plan which clearly delivers the organisation's proposition to the market, through effective segmentation and targeting of internal and external markets
- Utilise an innovative and effective integrated marketing mix to reinforce the organisation's brand values and overall marketing proposition and competitive advantage
- Determine customer requirements for product and service delivery to ensure the marketing proposition is customer-focused , efficient and effective



Unit 3: Managing Marketing

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

- Recommend how a marketing function should be structured to deliver competitive advantage, marketing and organisational success
- Assess a range of approaches that can be used to manage the marketing function on a day-to-day basis
- Prepare plans for showing how a team should be structured, selected, formed, managed and developed to demonstrate effective performance against objectives
- Critically assess the organisation's resource needs and capabilities for the marketing team and manage its marketing activities effectively and efficiently
- Prepare appropriate budgets and accounting documentation to support the financial management of the marketing function and associated marketing activities
- Critically assess the ongoing financial situation including manageability of the budget, financial stability and success of the marketing function.

Unit 4: Project Management in Marketing

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

- Identify the organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects
- Develop an effective business case, complete with justifications, financial assessments and consideration of the organisation's resource capacity and capability to deliver
- Undertake a risk assessment programme with suggestions on how to mitigate for risks facing the organisation and the achievement of its business and marketing objectives
- Design, develop and plan significant marketing programmes, using project management tools and techniques, designed to deliver marketing projects effectively, in terms of quality, resource and delivery
- Integrate a range of marketing tools and techniques to support the development and implementation of a range of marketing projects
- Monitor and measure the effectiveness and outcomes of marketing projects through the end-to-end project process.



4. Course Assessment

To successfully gain the CIM Professional Diploma in Marketing you must pass 4 assessments for each of the 4 units listed below.

Unit 1: The Marketing Planning Process
- Work based assignment involving the preparation of a marketing plan

Unit 2: Delivering Customer Value Through Marketing
- Three hour unseen examination based on a pre-seen case material

Unit 3: Managing Marketing
- Work-based assignment

Unit 4: Project Management in Marketing
- Work-based project requiring an in-depth study of a specific and focused area of business activity

5. Cost, Entry Criteria and Enrolment

The package you receive will include everything you need to study and successfully complete the course to gain the qualification.

- Detailed welcome pack and course guide sent to you in the post
- Set of 4 CIM recommended work/text books, one for each unit
- Access to high quality online tutorials and videos
- Support from an allocated Course Manager as the daily point of contact for any advice and guidance
- Support from an experienced eTutor to help you through your assessment

Price for UK and International students - The cost of this Marketing Diploma to UK and international students is £1,587 (+ VAT). There are additional assessment fees payable and also a CIM membership fee which is a requirement to study any CIM accredited course.

Entry Criteria

- This qualification is similar in level to an Honours degree, which means you will need to meet at least one of these criteria:
- The CIM Professional Certificate in Marketing(either 2002 syllabus or the 2008 syllabus) OR
- Any business or marketing Bachelors or Masters Degree (or an equivalent qualification) where a minimum of one third of credits come from marketing (i.e. 120 credits in Bachelors degrees or 60 credits with Masters Degrees) OR
- Experience in a marketing management role that has provided potential students with ability to be able to demonstrate that they can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so and is sufficient to pass the Entry test to Level 6

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

Enrol Now – Take Action to Reach a Higher Level in Your Business and Career

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