

## 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.

### Qualification structure – two stages

On completion of stage one you 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, as a route 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



### 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.

### 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. We are prepared to consider other equivalent alternatives. CIM will consider other equivalent alternatives.

# Chartered Postgraduate Diploma in Marketing

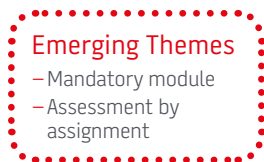
## Stage One (mandatory)

Marketing is a key driver of success in today's dynamic organisations. This stage 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.



#### 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.

## Unit 2: Analysis and decision

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

#### Aims of the Unit

Marketers should be able to undertake a strategic audit of an organisation, 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 three hour written examination. Preparatory work will be required for this examination.

#### Analysis and Decision

- Elective module
- Assessment by exam

# Chartered Postgraduate Diploma in Marketing

## 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 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.

## 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 graduates of our Postgraduate Diploma in Marketing. Find out more at

[www.cimlearningzone.co.uk/community/whats-next](http://www.cimlearningzone.co.uk/community/whats-next)

# Chartered Postgraduate Diploma in Marketing

## Ways to study

Enrolment at a CIM Accredited Study Centre is required to study the CIM Modular Pathway qualification. The following modes of study are available:

- Face-to-face.
- Distance learning.
- Blended (a combination of face-to-face and distance learning).

## 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 – this 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 and 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.

## 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, 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.

## 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.

## 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 [www.cim.co.uk/gradexemptions](http://www.cim.co.uk/gradexemptions).



## 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 [www.cim.co.uk/joinonline](http://www.cim.co.uk/joinonline)

Our Accredited Study Centres are here to help. Find a Study Centre at [www.cim.co.uk/studycentres](http://www.cim.co.uk/studycentres).

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