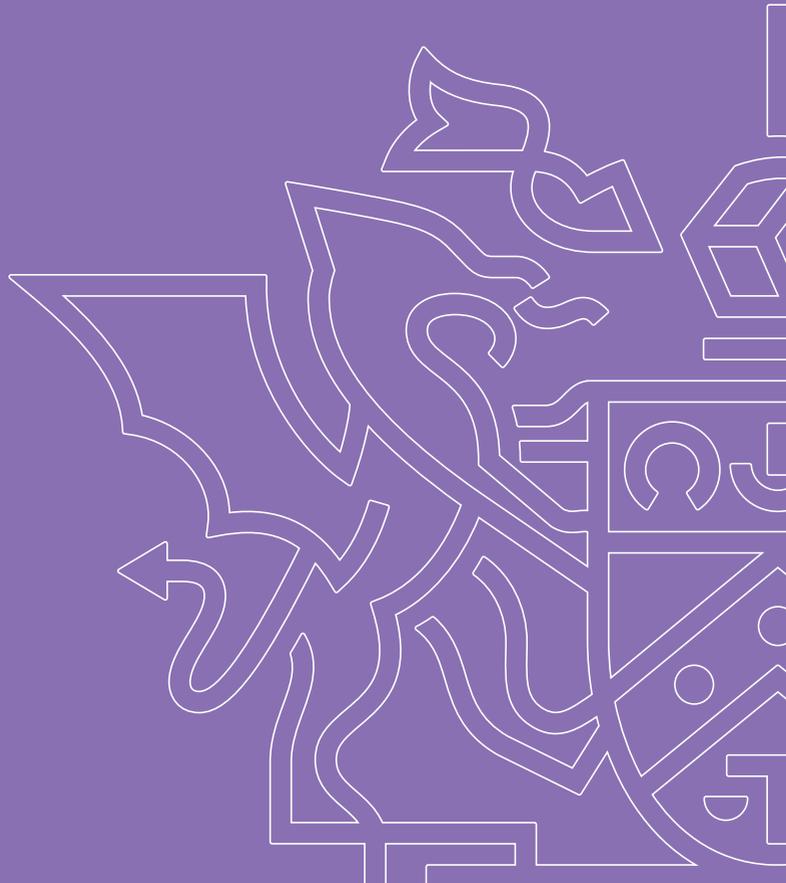




The Chartered
Institute of Marketing

CIM Postgraduate Diploma in Professional Marketing

Level 7 (International)





About CIM

CIM is the world's leading professional marketing body. For over 100 years, CIM has supported, represented and developed marketers, teams, leaders and the profession.

We currently have over 12,500 studying members in 118 countries and 18,000+ assessments are taken by our students every year.

Our qualifications are delivered through an international network of Accredited Study Centres, enabling you to learn in a way that suits your lifestyle – from flexible awards to full qualifications.

Each module is based on our unique Professional Marketing Competencies designed to help marketers meet the increasing demands that are expected of them at every stage in their career.

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CIM qualifications road map

| Qualification | Who it is for |
|--|--|
| Foundation Certificate in Professional Marketing | Those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing. You can choose between two qualifications to suit your individual career path. |
| Foundation Certificate in Professional Digital Marketing | |
| Certificate in Professional Marketing | Marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career. You can choose between two qualifications to suit your individual career path. |
| Certificate in Professional Digital Marketing | |
| Diploma in Professional Marketing | Marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. |
| Diploma in Professional Digital Marketing | |
| Postgraduate Diploma in Professional Marketing | Senior marketers wishing to move to a more strategic management role. Through studying you'll develop the desired skills needed to respond to international marketing challenges. Please note: This qualification is only available to those who reside outside of the UK. |
| CIM Marketing Leadership Programme | Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities. |

At CIM, we offer a pathway for your professional marketing development. If you are an experienced marketer or consultant seeking to advance your

career and make an impact on the growth of your organisation, our Postgraduate Diploma in Professional Marketing is the right choice for you.

| Structure | Level |
|--|--|
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing Principles, Communications in Practice</p> | <p>Level 3 (Foundation)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing Principles, Digital Fundamentals</p> | |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Customer Insights</p> | <p>Level 4 (Intermediate)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Digital Marketing Techniques</p> | |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing & Digital Strategy, Innovation in Marketing</p> <p>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass: The Digital Customer Experience, Resource Management, Managing Brands</p> | <p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing & Digital Strategy, Digital Optimisation, The Digital Customer Experience</p> | |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Global Marketing Decisions, Corporate Digital Communications, Creating Entrepreneurial Change</p> | <p>Level 7 Equivalent level to a Master's degree (Advanced)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Contemporary Challenges, Leading Change</p> <p>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass: Consultancy, Managing Business Growth</p> | |

CIM Postgraduate Diploma in Professional Marketing

The Postgraduate Diploma in Professional Marketing has been developed following extensive global employer-led research including global/ multi-national organisations, small businesses and senior marketers across a range of market sectors.

Who it is for

The Postgraduate Diploma in Professional Marketing is aimed at the professional marketer wishing to move to a more strategic management role, and develop their knowledge and skills across a range of areas to succeed and progress their career in marketing and add value to their organisation across global markets.

How it will benefit you

Those who successfully achieve this qualification are able to develop creative, innovative and entrepreneurial strategic thinking to respond to international marketing challenges as demanded by global employers. This qualification provides the knowledge and skills to successfully develop organisational planning and change at a strategic level and add value to corporate brands, embracing digital strategies.

Entry criteria

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

- CIM Professional Diploma in Marketing (either 2003 syllabus or 2009 syllabus)
- CIM Advanced Certificate in Marketing
- CIM Diploma in Professional Marketing (2014 syllabus)

- CIM Digital Diploma in Professional Marketing
- CIM Diploma in Professional Marketing (2019 syllabus)
- CIM Diploma in Professional Digital Marketing (2019 syllabus)
- 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 modules

AND

- A range of experience working (normally three years) at Senior Marketing Management level that has provided potential candidates with ability to evidence that they can meet the learning outcomes for the CIM Professional Diploma in marketing if required.

If English is not your first language, you will need to demonstrate that you have achieved one of the following English language qualifications in the last two years:

- IELTS Academic Modules with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade B or above.

CIM will consider other equivalent alternatives.

Assessments

A variety of assessment methodologies are used for the Postgraduate Diploma in Professional Marketing, which depends on the module.

Global Marketing Decisions – external assessment: a written examination in a controlled environment comprising compulsory tasks based on a pre-seen case study. Preparatory work will be required for this examination.

Corporate Digital Communications – external assessment: an assignment based on a given scenario relating to an organisation of choice.

Creating Entrepreneurial Change – external assessment: an assignment based on a project relating to a given scenario for an organisation of choice.

Ways to study

This Level 7 qualification is designed to be flexible as modules can be studied in any order to complete a whole qualification or simply an individual award.

Length of study

Each module carries 20 credits which equates to around approximately 200 hours Total Qualification Time (TQT) per module.

Please note: This qualification is only available to those who reside outside of the UK

TQT includes:

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

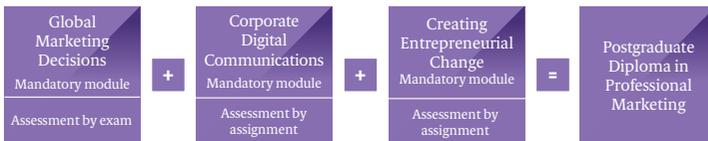


Qualifications Structure

The qualifications flexible structure has been designed to meet the needs of today's professional marketer. Each module can be taken as an individual award or combined into the full qualification comprising of three mandatory modules.

To achieve the full qualification, a pass in all three mandatory modules is required.

Three mandatory modules



Modules

Global Marketing Decisions

Mandatory Module

Aims of the module

A key element of the role of senior marketing managers working within a global marketing environment is to assess and develop future marketing strategies to ensure the organisation can effectively meet the challenges posed by a dynamic and diverse global marketplace.

The overall purpose of the module is to prepare the learner to undertake a strategic audit of a global organisation and assess its capability and capacity to deliver across a range of business and marketing strategies before making recommendations, based upon a full critical evaluation of the various options available. Candidates will be required to apply a range of financial and risk assessment models to support decision making in relation to achieving the organisations vision, mission, and strategic business and marketing objectives.

Unit 1: Strategic Audit

- Develop an audit of the external marketing environment
- Develop an audit of the internal marketing environment.

Unit 2: Strategic Options

- Critically assess strategic marketing decisions
- Critically appraise strategic options available to a growing organisation.

Unit 3: Making Strategic Marketing Decisions

- Assess and justify strategic marketing decisions, including financial assessment
- Evaluate the corporate and reputable risk of strategic marketing decisions, including impact analysis.

Assessment: Assessment by exam

Exam based on a pre-seen case study, preparatory work required.

Corporate Digital Communications

Mandatory Module

Aims of the module

Senior level marketers need to be able to identify and prioritise key stakeholders, and the influence they have in determining the role for corporate reputation management in organisations. This module will enable you to critically appraise the corporate brand and the importance of digital communications in developing corporate positioning and building brand equity. Learners will be able to recommend and justify digital channels and tools effectively to support corporate reputation.

Unit 1: Communication Context and Stakeholders

- Identify key stakeholders and their influence
- Determine the role for corporate reputation management in organisations.

Unit 2: Building the Corporate Brand

- Critically appraise the contribution of the corporate brand in to maintaining and developing the corporate positioning
- Assess the role of corporate reputation in supporting and building brand equity.

Unit 3: Digital Communications Strategies

- Appraise trends and innovation in the digital experience
- Evaluate the use of effective digital channels to support corporate reputation.

Assessment: Assessment by assignment

Assignment based on a given scenario relating to an organisation of choice.

Creating Entrepreneurial Change

Mandatory Module

Aims of the module

The new constant is a disruptive state of flux, where winning managers will be those who embrace entrepreneurship and create transformational change and value for their organisation. You will investigate the dynamics of innovation and change, and this unit will enable you to identify the key learning processes in driving disruptive strategies.

Unit 1: Disruptive Strategies

- Establish the key drivers for change within the global marketplace
- Apply learnings from existing disruptive strategies.

Unit 2: Entrepreneurial Innovation

- Critically assess organisational capability for change
- Recommend entrepreneurial strategic change.

Unit 3: Transformational Change

- Evaluate approaches to developing an innovation culture
- Critically assess how innovation can contribute to value creation.

Assessment: Assessment by assignment

Assignment based on a given scenario relating to an organisation of choice.

Next step: find a study centre - visit: cim.co.uk/study-centres

CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member. You'll be able to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking events and top up your skills with a discounted rate on our wide range of training courses. Also as a member, you'll 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, you will get free online access to an extensive range of reports, journals, business publications and marketing books. In addition, you will also have access to a range of CIM published e-books.

cim.co.uk/resources

Member exclusive webinars

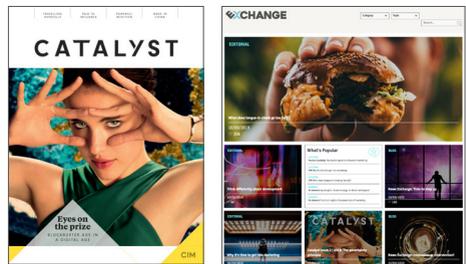
You can gain access to our webinars. Hosted monthly by subject matter experts, and available on demand via our content hub Exchange, our member exclusive webinars keep you up-to-date and knowledgeable on topics covering all aspects of marketing, with practical learnings you can apply immediately.

Content hub

Our online content hub, Exchange, is packed with great writing, insightful data and thought leadership. Exchange publishes weekly content designed to provoke thought 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 digital magazine, Catalyst, explores the world of marketing – delving into current issues within the profession and explaining the transformation that marketing is currently undertaking.



CATALYST

EXCHANGE

FAQs

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

The first step to studying is to enrol with an Accredited Study Centre at cim.co.uk/study-centres. Your Centre will discuss your options with you and once you have enrolled, you can then join us (cim.co.uk/join) as a studying member and have a wealth of study resources at your fingertips.

How much will it cost?

You will need to pay a tuition fee to your Accredited Study Centre, the cost of which can vary per centre. Fees payable to CIM include your annual membership fee and cost of assessments. You can find a list of appropriate fees on our website. Students are eligible for reduced assessment fees if residing in a country that qualifies for international reduced rates.

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. Studying with an Accredited Study Centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

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

We award exemptions through our Graduate Gateway programme. You can see if your university and degree are included here cim.co.uk/qualifications/graduate-gateway.

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

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

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 continuing Professional Development (CPD). To become a Chartered Marketer you must first reach ACIM, MCIM or FCIM graded membership and then complete two consecutive years of CPD. A CIM qualification at level 6 and 7 will contribute towards your eligibility for graded membership.



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

Enrol now

Choose and contact your preferred Accredited Study Centre at:
cim.co.uk/study-centres,
call the CIM Customer Experience team: **+44 (0)1628 427120**
or email **qualifications@cim.co.uk**

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/join**



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