

# Professional Marketing Qualifications Prospectus

- Foundation Certificate in Professional Marketing
- Foundation Certificate in Professional Digital Marketing
- Certificate in Professional Marketing
- Certificate in Professional Digital Marketing
- Diploma in Professional Marketing
- Diploma in Professional Digital Marketing
- Postgraduate Diploma in Professional Marketing
- CIM Marketing Leadership Programme

International network of over

**100**   
accredited study centres

**12,500+**   
current studying members

**118**   
countries

**18,000+**   
assessments taken by our students  
every year

Over  
**100** years  
of supporting, developing  
& representing marketers

## How will a CIM qualification benefit you?

---

- **International recognition**  
Our marketing qualifications are recognised by businesses all over the world
- **Professional advantage**  
Keep up with the latest trends in marketing and stay ahead in your field
- **Chartered Marketer status**  
Achieved through a combination of qualifications, experience and Continuing Professional Development

## What's included in your learning?

---

- **A mix of theory and practice**  
A unique opportunity to blend practical skills with academic understanding
- **Interactive and practical learning modules**  
To give you a fresh perspective on your own business
- **A choice of learning methods**  
Choose face-to-face study, online learning or a mix of the two (blended)

# About CIM

CIM (The Chartered Institute of Marketing), is an Ofqual regulated qualifications provider and is accredited by the European Marketing Confederation. We currently have over 12,500 studying members, in 118 countries and 18,000+ assessments are taken by our students every year.

We believe marketing is a critical factor in driving long term organisational performance and our mission is to create marketing advantage for the benefit of professionals, business and society.

To help achieve our mission, we have a global network of Accredited Study Centres (ASCs) who deliver our qualifications and ensure a high standard of education in marketing.

Our range of professional qualifications, along with our many membership benefits, are designed to support you throughout your career, develop your capabilities, expand your communities and stay informed. Our qualifications are based on our unique Professional Marketing Competencies, devised with industry partners to help you meet the ever increasing demands expected of marketers at every stage of your career.

# Professional Marketing Competencies

**CIM's Professional Marketing Competencies are a framework of marketing standards, 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 both marketing and broader business functions, the competencies are unique to CIM. Each qualification module has been designed based on the competencies. They offer the professional marketer the reassurance that the skills and knowledge they will develop when studying a CIM qualification are closely matched to those required in the market.

More information at:  
**[cim.co.uk/competencies](https://cim.co.uk/competencies)**

## Core

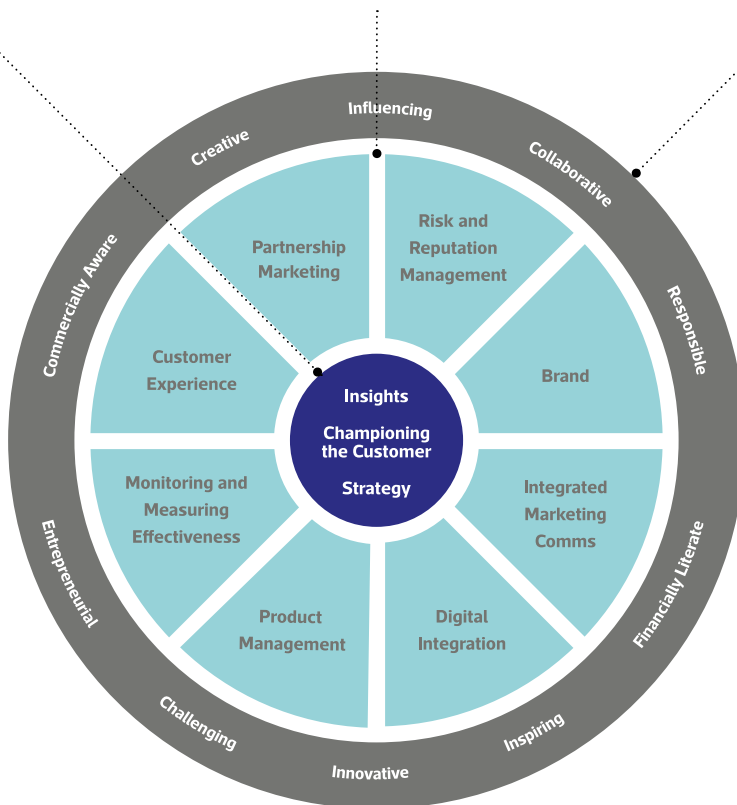
The core competencies sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

## Technical

The technical competencies are elective, flexible capabilities which identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

## Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.



© CIM 2018

# CIM qualifications road map

At CIM, we offer a pathway for your professional marketing development, wherever you work in the world. Our qualifications are developed with employer needs in mind, to provide you with the strategic and tactical skills needed to meet the increasing demands of the marketing industry.

| Qualification  | Who it is for   |
|--|---|
| Foundation Certificate in Professional Marketing         | <p>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.</p>  |
| Foundation Certificate in Professional Digital Marketing |   |
| Certificate in Professional Marketing                    | <p>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.</p>   |
| Certificate in Professional Digital Marketing            |   |
| Diploma in Professional Marketing                        | <p>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.</p>   |
| Diploma in Professional Digital Marketing                |   |
| Postgraduate Diploma in Professional Marketing           | <p>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.</p> <p><b>Please note: This qualification is only available to those who reside outside of the UK.</b></p> |
| CIM Marketing Leadership Programme                       | <p>Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities.</p>   |

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

# Foundation Certificate in Professional Marketing

## Level 3

---

To gain the Foundation Certificate in Professional Marketing a pass in the **mandatory** module and the **elective** module is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.



Understanding how people think, behave and the psychology behind marketing has always interested me and as a young, 19-year-old marketer, CIM allows me to open up doors for my future. I have recently completed my Foundation Certificate in Marketing, and am now about to start studying for a degree in marketing. My CIM study centre helped me to better understand and expand my knowledge, and for this reason I look forward to completing many more CIM qualifications in the future to enhance my career.



---

**Sean Higgins**  
Marketing Student



# Foundation Certificate in Professional Marketing

## Qualification overview

The aim of the Foundation Certificate in Professional Marketing is to equip you with the skills, knowledge and understanding to be able to perform in a support level role and to carry out an essential and successful professional marketing role within the workplace.

Some typical job titles of those studying this qualification may include: marketing assistant, promotional assistant, marketing campaigns assistant, digital marketing assistant, social media assistant and content marketing assistant.

## How it will benefit you

- Get a unique opportunity to blend practical skills with academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

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. However, evidence of achieving one of the following

English Language qualifications within the last two years is also required if English is not your first language:

- IELTS Academic Module 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.

## Length of study

The Total Qualification Time (TQT) 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
- Supported self-study time.

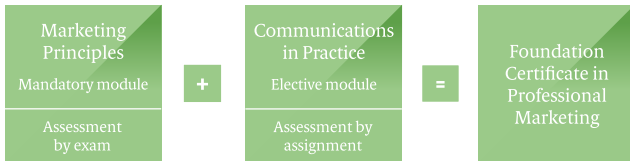
The TQT per module is 120 hours. There are three assessment sessions per year.

# Foundation Certificate in Professional Marketing Qualification Structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the Foundation Certificate in Professional Marketing.

To achieve the full qualification, a pass in the mandatory module plus the elective module is required.



---

## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.

# Foundation Certificate in Professional Digital Marketing

Level 3

—

To gain the Foundation Certificate in Professional Digital Marketing a pass in the **mandatory** module and the **elective** module is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.

# Foundation Certificate in Professional Digital Marketing

## Qualification overview

The aim of the Foundation Certificate in Professional Digital Marketing is to equip you with the knowledge, skills and understanding to be able to perform in a support role, in a digital context and to carry out an essential and successful professional marketing role within the workplace.

Some typical job titles of those studying this qualification may include: digital marketing assistant, social media assistant and content marketing assistant.

## How it will benefit you

- Get a unique opportunity to blend practical skills with academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

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. However, evidence of achieving one of the following English Language qualifications within the last two years is also required if English is not your first language:

- IELTS Academic Module 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.

## Length of study

The Total Qualification Time (TQT) 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
- Supported self-study time.

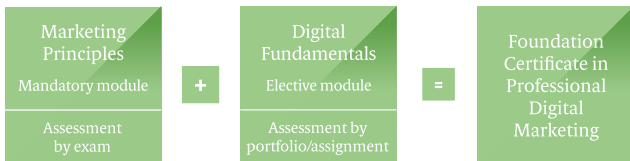
The TQT per module is 120 hours. There are three assessment sessions per year.

# Foundation Certificate in Professional Digital Marketing Qualification Structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the Foundation Certificate in Professional Digital Marketing.

To achieve the full qualification, a pass in the mandatory module plus the elective module is required.



---

## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.

# Certificate in Professional Marketing

## Level 4

---

To gain the Certificate in Professional Marketing, a pass in both **mandatory** modules plus the **elective** module is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.



I believe that my career in marketing would not have progressed as quickly as it has if I hadn't gained the CIM Certificate in Professional Marketing qualification. Every employer asks me about it and I see it stated as desired criteria on numerous job descriptions. It definitely helps me stand out and I feel it adds to my credibility as it is a well-recognised and respected qualification. I'm very glad I completed it and would recommend it to others.



**Eileen Donaghey**

Marketing Manager

Anthony Gold Solicitors

# Certificate in Professional Marketing

## Qualification overview

The Certificate in Professional Marketing is designed to offer progression from all CIM Level 3 qualifications and also links with the Certificate in Professional Digital Marketing.

Successful completion of the Certificate in Professional Marketing will equip you with the knowledge, skills and understanding to be able to perform at an operational level and carry out an essential and successful professional marketing role within the workplace.

Some typical job titles of those studying this qualification may include: marketing executive, marketing officer, marketing communications executive and communications specialist.

## How it will benefit you

- Get a unique opportunity to blend practical skills and academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

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

- CIM Level 3 Introductory Certificate in Marketing qualification or CIM Level 3 Foundation Certificate in Marketing or CIM Level 3 Foundation Certificate in Professional Marketing or CIM Level 3 Foundation Certificate in Professional Digital Marketing

- 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) and diagnostic assessment onto Level 4.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years:

- IELTS Academic Module 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.

## Length of study

The Total Qualification Time (TQT) 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
- Supported study time.

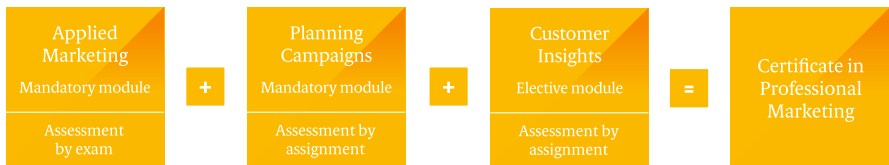
The TQT per module is 170 hours. There are three assessment sessions per year.

# Certificate in Professional Marketing Qualification Structure

Our qualifications' flexible structure has been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the Certificate in Professional Marketing.

To achieve the qualification, a pass in both mandatory modules plus the elective module is required.



## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.



# Certificate in Professional Digital Marketing

Level 4

—

To gain the Certificate in Professional Digital Marketing, a pass in both **mandatory** modules plus the **elective** module is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.

# Certificate in Professional Digital Marketing

## Qualification overview

The Certificate in Professional Digital Marketing is designed to offer progression from all CIM Level 3 qualifications and also links with the Certificate in Professional Marketing.

Successful completion of the Certificate in Professional Digital Marketing will equip you with the knowledge, skills and understanding to support decision making within a digital context at an operational level and carry out an essential and successful professional marketing role within the workplace.

Some typical job titles of those studying this qualification may include: marketing executive, marketing officer, marketing communications executive and communications specialist.

## How it will benefit you

- Get a unique opportunity to blend practical skills and academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

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

- CIM Level 3 Introductory Certificate in Marketing qualification or CIM Level 3 Foundation Certificate in Marketing or CIM Level 3 Foundation Certificate in Professional

Marketing or CIM Level 3 Foundation Certificate in Professional Digital Marketing

- 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) and diagnostic assessment onto Level 4.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years:

- IELTS Academic Module 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.

## Length of study

The Total Qualification Time (TQT) 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
- Supported study time.

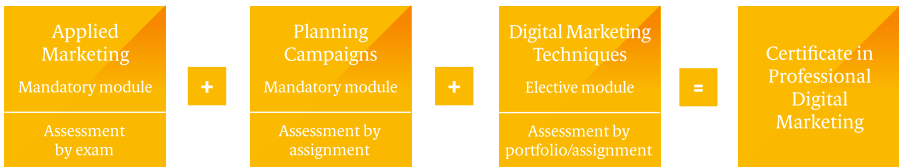
The TQT per module is 170 hours. There are three assessment sessions per year.

# Certificate in Professional Digital Marketing Qualification structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the Certificate in Professional Digital Marketing.

To achieve the qualification, a pass in both mandatory modules plus the elective module is required.



## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.

# Diploma in Professional Marketing

## Level 6

---

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 an individual award, which can be built up to achieve the full qualification.



The CIM Diploma in Professional Marketing was the obvious choice: CIM is an internationally respected, leading contributor to the global marketing conversation and the diploma is acknowledged as the benchmark course across the industry. Two modules in, I had already progressed in my career, securing a contract for a top 100 global brand and the world's biggest paid TV broadcaster Discovery Networks. Shortly after completing the qualification, my potential and abilities were recognised and I was employed permanently as the marketing lead across MEA. The knowledge gained through the course has increased my confidence, authority and ability as a 360° marketer, while having the qualification under my belt has increased the respect and consultation I receive from senior management.



---

### Adam Jones

Senior Manager

Lifestyle & Entertainment

CEEMEA

Discovery Networks International

# Diploma in Professional Marketing

## Qualification overview

The Diploma in Professional Marketing is designed to offer progression from all CIM Level 4 qualifications and also links with the Diploma in Professional Digital Marketing.

Successful completion of the Diploma in Professional Marketing will establish your knowledge, skills and understanding enabling you to perform at a management level and carry out an essential and successful professional marketing role within the workplace.

Some typical job titles of those studying this qualification may include: marketing manager, marketing and communications manager, corporate communications manager and brand manager.

## How will it benefit you

- Get a unique opportunity to blend practical skills and academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

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

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing or CIM Level 4 Certificate in Professional Digital Marketing.

- Any relevant Level 4 qualification
- Bachelor's or Master's degree, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits with Master's degrees)
- Professional practice (suggested two years marketing in an operational role) and diagnostic assessment onto Level 6.

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.

## Length of study

The Total Qualification Time (TQT) 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
- Supported self-study time.

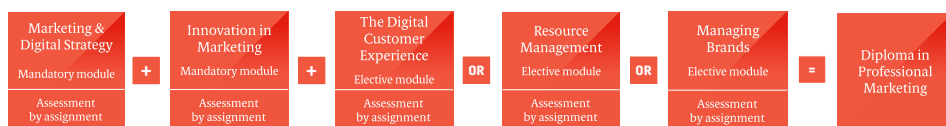
The TQT per module is 170 hours. There are three assessment sessions per year within the CIM qualification.

# Diploma in Professional Marketing Qualification structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the Diploma in Professional Marketing.

To achieve the qualification, a pass in both mandatory modules and one elective module is required.



## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.

# Diploma in Professional Digital Marketing

Level 6

—

To gain the Diploma in Professional Digital Marketing, a pass in all **three mandatory** modules is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.

# Diploma in Professional Digital Marketing

## Qualification overview

The Diploma in Professional Digital Marketing is designed to offer progression from all CIM Level 4 qualifications and also links with the Diploma in Professional Marketing.

Successful completion of the Diploma in Professional Digital Marketing will equip you with the knowledge, skills and understanding to support decision making within a digital context at an operational level and carry out an essential and successful professional marketing role within the workplace.

Some typical job titles of those studying this qualification may include: marketing manager, marketing and communications manager, corporate communications manager and brand manager.

## How it will benefit you

- Get a unique opportunity to blend practical skills and academic understanding
- Improve your global competitive advantage and increase your employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

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

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in

Professional Marketing or CIM Level 4 Certificate in Professional Digital Marketing

- Any relevant Level 4 qualification
- Bachelor's or Master's degree, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits with Master's degrees)
- Professional practice (suggested two years marketing in an operational role) and diagnostic assessment onto Level 6.

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.

## Length of study

The Total Qualification Time (TQT) 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
- Supported study time.

The TQT per module is 170 hours.

There are three assessment sessions per year.

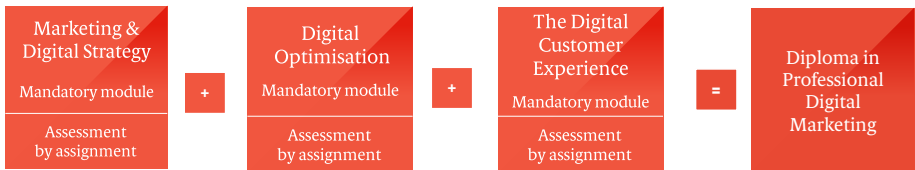


# Diploma in Professional Digital Marketing Qualification Structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the Diploma in Professional Digital Marketing.

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



---

## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.

# Postgraduate Diploma in Professional Marketing

Level 7

—

To gain the Postgraduate Diploma in Professional Marketing, a pass in all **three mandatory** modules is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.

# Postgraduate Diploma in Professional Marketing

## Qualification overview

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. This qualification provides the experienced practicing marketer with strategic contemporary marketing content to equip them for the global landscape.

## 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.

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

## 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 Diploma in Professional Marketing (2014 syllabus)
- CIM Advanced Certificate in Marketing
- 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.

## Length of study

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

## TQT includes:

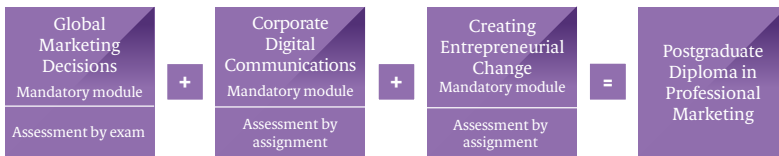
- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported self-study time.

# Postgraduate Diploma in Professional Marketing Qualification Structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the Postgraduate Diploma in Professional Marketing.

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



---

## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.

# CIM Marketing Leadership Programme

Level 7

---

To gain the CIM Marketing Leadership Programme, a pass in both **mandatory** modules plus one **elective** module is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.



As a senior marketer in industry, I was privileged to be part of the team that developed the new CIM Marketing Leadership Programme. At a time where marketing is becoming even more critical to business success - and also a time where the profession itself is evolving so rapidly - it is vital for marketing professionals to maintain a razor sharp focus on personal & skills development. I believe this new CIM postgraduate qualification represents a step-change in providing senior marketers with the knowledge, skills and confidence they'll need to thrive - not only in relation to modern marketing challenges such as personalisation, digital and data - but also around building the fundamental business and strategic skills that marketers need to prosper in forward thinking, customer orientated organisations across all sectors.



**Owen Tebbutt**

Head of Marketing

IBM Global Business

Services, UK & Ireland

# CIM Marketing Leadership Programme

## Qualification overview

This programme sits alongside the qualification suite offered by CIM and its emphasis is upon development of aspiring individuals to facilitate and implement change, rather than achieving a qualification.

They will be ambitious and seeking to advance their career through study, which will have a positive impact on their career and performance within the workplace. The opportunity to build knowledge and skills within a professional network of like-minded marketing professionals is an important aspect of the programme.

The programme has been structured to reflect the researched need for a flexible and bite-size approach to meet the needs of today's professional marketer. Each module can be achieved as a distinct, self-contained award or combined into the full qualification which will comprise of two mandatory modules and one elective.

## Who it is for

- Experienced marketers working at a strategic marketing or management level and aspiring to make the step-up into the boardroom
- Senior marketers wanting to develop their strategic skills to raise their industry profile
- Owners of small and medium size companies keen to grow their business
- Consultants looking for professional recognition and status whether working in large organisations or as independent business owners
- Recipients of the Diploma in Professional Marketing who would like to move up to the highest level of CIM qualifications.

## Entry criteria are a combination of:

- Level 6 qualification held or a Bachelor's or Master's degree
- Career progression evident – past, present and future
- Experience working at marketing management level
- Scope of current role is sufficient to allow engagement with assessment tasks
- CIM Advanced Certificate in Marketing
- A minimum of five years experience working at senior marketing management level.

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.

## Mode of study

Initially the programme will be available through a limited number of UK based Accredited Study Centres (ASCs) through a face-to-face or blended learning approach to more easily facilitate the networking opportunities required by the learner and to create a community of learners accessing the programme.

## Length of study

Research indicated that learners are looking for a programme that can be completed within 18 months. This would allow six months for each module of study.

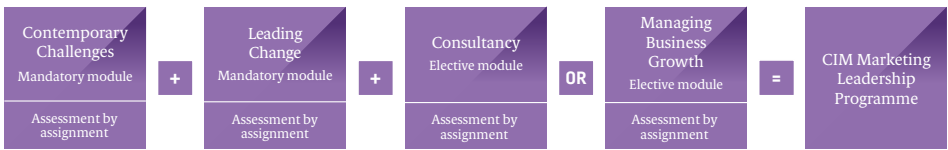
The Total Qualification Time (TQT) is estimated at 6-10 hours per week, which equates to 200 hours per module. This includes both supported and independent learning.

# CIM Marketing Leadership Programme Qualification Structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be completed as an individual award which can be built up to achieve the CIM Marketing Leadership Programme.

To achieve the qualification, a pass in both mandatory modules and one elective is required.



## What's my next move?

Once you've chosen which qualification you'd like to study, the next step is to select one of our Accredited Study Centres that deliver our qualifications.

# 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](http://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](http://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](http://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](http://cim.co.uk/qualifications/graduate-gateway).

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

If you complete the CIM Marketing Leadership Programme or Postgraduate Diploma in Professional Marketing, you will be able to use the letters, 'DipM' after your name. If you complete the Diploma in Professional Marketing or Diploma in Professional Digital Marketing, you would be eligible for associate graded membership ([cim.co.uk/upgrade](http://cim.co.uk/upgrade)) and could use the letters ACIM after your name, whilst holding current membership.

## **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 years of consecutive CPD, as well as an online assessment. 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](mailto:qualifications@cim.co.uk)**

# Continuing Professional Development

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 Competencies 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 your membership 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. More information at [cim.co.uk/cpd](https://www.cim.co.uk/cpd)



# Enrol now

---

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

© CIM 2019. All rights reserved. Permission to reproduce or extract material from this publication must be sought from CIM. October 2019.

CIM

Moor Hall  
Cookham  
Maidenhead  
Berkshire, SL6 9QH  
United Kingdom

---

T +44 (0)1628 427120  
E [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)  
W [cim.co.uk/qualifications](http://cim.co.uk/qualifications)  
 [facebook.com/TheCIM](https://facebook.com/TheCIM)  
 [@CIM\\_Exchange](https://twitter.com/CIM_Exchange)  
 CIM | The Chartered Institute of Marketing  
 [@cim\\_marketing](https://instagram.com/cim_marketing)