

QUALIFICATION OVERVIEW

The aim of the level 6 Diploma in Professional Marketing gives you the required knowledge, skills and understanding at management level to take a strategic approach to marketing planning. By understanding key marketing metrics and measurement techniques you will be able to interpret relevant insight and make informed strategic decisions.

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

Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

QUALIFICATION STRUCTURE

Our qualification and award pathways have been structured to reflect the need for a flexible and bite-size approach for today's professional marketer.

The diploma qualification consists of three modules, two **mandatory** and one **elective**.

Complete one module and receive an award. Complete two mandatory modules and one elective module to achieve the full qualification.

There is a choice of elective modules and we will be continually reviewing them and adding more in line with industry demands.

BITE-SIZE AWARDS

Each module can be achieved as a distinct, self-contained award which can be built up to attain the full diploma.



FULL QUALIFICATION

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

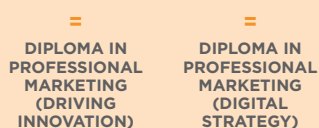
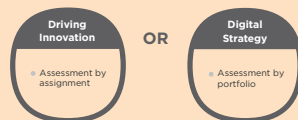
TWO MANDATORY MODULES



AND

YOUR CHOICE OF ELECTIVE MODULE

Currently there are two elective modules available. This will be continually reviewed.



www.cim.co.uk/cimdiploma

WHO IS IT FOR?

The Diploma in Professional Marketing is aimed at marketers working in an operational, supervisory or management role and who want to develop their marketing knowledge and skills across a range of areas.

It is suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.

ENTRY REQUIREMENTS

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

- Professional Certificate in Marketing or 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, with at least one third of credits coming from marketing content (ie 120 credits in Bachelor's degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

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).

MANDATORY (STRATEGIC MARKETING)

Marketers are presented with many complex choices in the context of a future that is inherently uncertain. This module will enable you to take a strategic approach to planning that achieves a sustainable competitive advantage.



AIMS OF THE MODULE

This module recognises the significance of situation analysis and introduces techniques for assessing external and internal environments, to enable effective decision making. It outlines the importance of all stages within the marketing planning process, from audit, through strategic decision making, to implementation of plans; and how managing resources, employing monitoring and measurement techniques, enable the achievement of strategic marketing objectives.

MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

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

Unit 1: Situation analysis

- Understand how to analyse an organisation's current and future external environment (15%).
- Understand how to analyse an organisation's current and future internal environment (15%).

Unit 2: Planning

- Analyse relevant information to recommend and inform strategic decision making (20%).
- Develop a strategic marketing plan to realise organisational objectives (20%).

Unit 3: Implementation and control

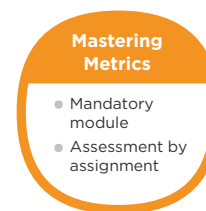
- Manage resources to deliver the strategic marketing plan (15%).
- Monitor, measure and adapt the marketing plan for continuous improvement (15%).

ASSESSMENT: EXTENDED ANSWER TEST (A THREE HOUR EXAMINATION)

Extended answer questions with preparatory work.

MANDATORY (MASTERING METRICS)

Marketers need to be able to selectively analyse data for insight, and undertake effective decision making in relation to the utilisation of marketing resources. This module looks at the increasing volume and range of data, innovative methods of analysis and new measures of marketing effectiveness.



AIMS OF THE MODULE

This module examines the role of marketing metrics and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how these techniques, aligned to business objectives, can establish and determine marketing effectiveness. It outlines the value of using appropriate data sources to enable analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.

MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

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

Unit 1: Metrics and analytics

- Understand the role of marketing metrics (15%).
- Understand the significance of different measurement techniques across a range of market contexts (10%).

Unit 2: Measuring effectiveness

- Know the relevant measures of marketing performance (15%).
- Apply marketing metrics to establish the effectiveness of marketing activities (20%).

Unit 3: Analytics for decision making

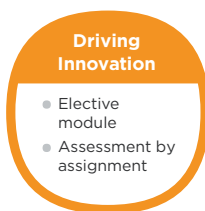
- Understand appropriate sources data analysis (15%).
- Utilise various analytics tools and techniques for marketing insight and strategic decision making (25%).

ASSESSMENT: WORK-BASED ASSIGNMENT

A 16 page assignment, of three tasks, based on a given scenario and an organisation of choice.

ELECTIVE (DRIVING INNOVATION)

Fast-moving environments can present significant challenges and opportunities to the marketer and the organisation. This module will enable you to take a visionary approach and embed innovation through the lens of entrepreneurial marketing.



AIMS OF THE MODULE

This module outlines the importance of how taking a visionary approach, and embedding innovation, can help organisations deal with the challenges of a fast-moving marketplace. It focuses on how an understanding of the relationship between marketing and entrepreneurship can enable organisations to deliver compelling marketing solutions. It presents the key factors in building and nurturing innovation throughout the organisation and within the marketing function. It provides an appreciation of the role of internal marketing in supporting a culture of innovation and in implementing change programmes.

MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

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

Unit 1: Entrepreneurial marketing

- Understand the relationship between marketing and entrepreneurship (15%).
- Implement an entrepreneurial response to change and to delivering marketing solutions (15%).

Unit 2: Innovation

- Understand the key factors that facilitate and nurture innovation in organisations (15%).
- Apply principles of innovation throughout the marketing function (15%).

Unit 3: The marketing champion

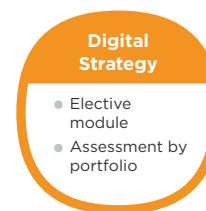
- Understand the role of internal marketing (20%).
- Implement marketing-led organisational change (20%).

ASSESSMENT: WORK-BASED ASSIGNMENT

A 16 page assignment, of three tasks, based on a given scenario and an organisation of choice.

ELECTIVE (DIGITAL STRATEGY)

Digital marketing has evolved from a set of tactical actions into a significant element of strategy. This module provides insight and in-depth consideration into how organisations can implement digital marketing capabilities into strategic marketing planning.



AIMS OF THE MODULE

This module outlines how understanding and analysing the macro- and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, to develop strategic recommendations; and how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.

MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

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

Unit 1: Digital disruption

- Understand the strategic implications of the disruptive digital environment (10%).
- Generate relevant insights into key emerging themes within the digital marketing environment (20%).

Unit 2: Digital planning

- Develop strategic recommendations in order to acquire, convert and retain customers (20%).
- Deliver an agile response to changing customer behaviours (20%).

Unit 3: Delivering success

- Manage and optimise key channels and content within a digitally enhanced strategic plan (20%).
- Apply key digital measures to analyse social, sentiment, search and site behaviour (10%).

ASSESSMENT: PORTFOLIO

A work-based portfolio which is broken down into three tasks – research, plan and report.

ASSESSMENTS

A variety of assessment methodology is used for the Diploma in Professional Marketing depending on the module chosen. Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs.

In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

HOW LONG WILL IT TAKE TO STUDY?

Notional learning time 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.

Each module will take 130-150 hours notional learning time.

There are three assessment sessions per year.

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

WHAT'S NEXT?

We offer a number of qualifications and bite-size awards that may be relevant to you. Take a look at www.cim.co.uk/qualifications to find out more.

If you are looking for a full qualification and the Diploma in Professional Marketing is not right for you, we offer the Chartered Postgraduate Diploma in Marketing. It's our strategic, two stage marketing qualification. Find out more at www.cim.co.uk/cimpostgrad or contact your study centre.



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

Our Accredited Study Centres are here to help. Find a Study Centre at www.cim.co.uk/studycentres.

Or call the CIM Customer Experience team:
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