

CIM Diploma in Professional Marketing

Level 6 (Intermediate)

A smart and flexible qualification



CIM

Accredited Study Centre

About CIM

CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 13,000 studying members in 110 countries and 20,000 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 bite-size flexible modules 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.

Over
100 years
of supporting, developing
& representing marketers

13,000 
current studying members

110 
countries

20,000
assessments taken every year



CIM qualifications road map

Qualification	Who it is for
<p>Foundation Certificate in Marketing</p>	<p>People of all ages and stages of their career. Ideal for managers in non-marketing functions, entrepreneurs, apprentices and those starting out in a marketing career.</p>
<p>Certificate in Professional Marketing</p>	<p>Aspiring marketers who want to gain knowledge and skills to progress a successful career in marketing. Ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing.</p>
<p>Diploma in Professional Marketing</p>	<p>Marketers in operational, supervisory or management roles who want to develop their marketing knowledge and skills. Suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.</p>
<p>Digital Diploma in Professional Marketing</p>	<p>Marketers in operational, supervisory or management roles who want to develop their digital marketing strategy and skills. Suitable for digital marketing managers, digital specialists and marketing managers who want a better understanding of digital.</p>
<p>CIM Marketing Leadership Programme</p>	<p>Experienced marketers working at a strategic marketing or management level or aspiring to do so. Consultants looking for professional recognition and status whether working in large organisations or as independent business owners. Please note: This qualification is only offered by UK providers.</p>

At CIM, we offer a pathway for your professional marketing development. If you are responsible for managing the marketing process at

an operational level or looking to build on knowledge gained at certificate level this qualification may be suitable for you.

Structure	Level
<p>One mandatory module: • Marketing Principles</p> <p>Choice of elective module: • Customer Communications • Digital Essentials</p>	<p>Level 3 (Foundation)</p>
<p>Two mandatory modules: • Marketing • Integrated Communications</p> <p>Choice of elective module: • Customer Experience • Digital Marketing</p>	<p>Level 4 (Intermediate)</p>
<p>Two mandatory modules: • Strategic Marketing • Mastering Metrics</p> <p>Choice of elective module: • Driving Innovation • Digital Strategy</p>	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Three mandatory modules: • Driving Digital Experience • Digital Strategy • Mastering Digital Channels</p>	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Two mandatory modules: • Contemporary Challenges • Leading Change</p> <p>Choice of elective module: • Consultancy • Managing Business Growth</p>	<p>Level 7 Equivalent level to a Master's degree (Advanced)</p>

CIM Diploma in Professional Marketing

The 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.

Who is it for?

The Diploma in Professional Marketing is aimed at marketers working in an operational, supervisory or management role 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.

How it will benefit you?

- Get a unique and practical career development experience
- Improve your global competitive advantage and increase your employability
- Expand your confidence, skills and competencies to influence at management level
- 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 Certificate in Professional Marketing or 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 (i.e. 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
- If English is not your first language, English language qualification within the last two years

Assessments

- A mixture of exam and assignments based on a given scenario and an organisation of your choice
- Employer-driven, practitioner-based, relevant and appropriate for business needs
- Three assessment sessions per year taking place in December, March/April and June/July

Ways to study

- Choose face-to-face study, distance (online) learning or a mix of the two (blended learning)
- Bite-size learning to fit with your busy life

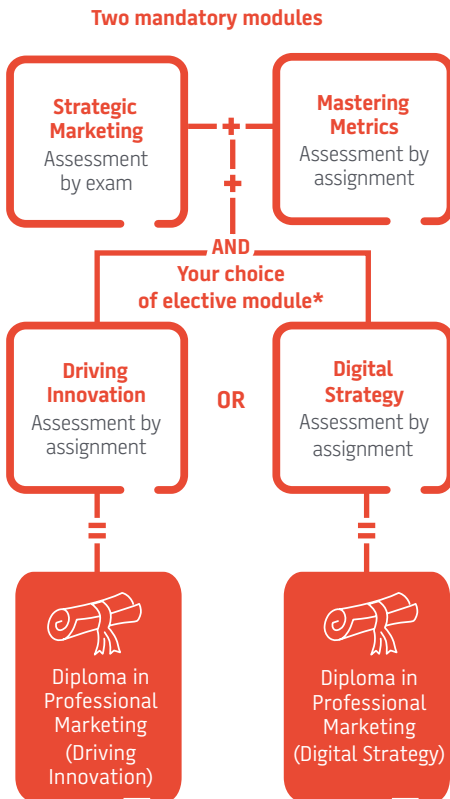
Length of study

- Each module will take 130-150 hours notional learning time
- Notional learning time includes guided learning hours, practical and work-based learning, assessment preparation time, assessment time and supported self-study time

Qualifications Structure

The qualification's flexible structure has been designed 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 comprising two mandatory modules and one elective.

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



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

What's my next move?

Take a look at the Postgraduate Diploma in Marketing and work your way towards Chartered Marketer status.

Modules

Strategic Marketing

Mandatory Module

Aims of the module

You will recognise the significance of situation analysis and introduce techniques for assessing external and internal environments to enable effective decision making. This module 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.

Unit 1: Situation analysis

- Understand how to analyse an organisation's current and future external environment
- Understand how to analyse an organisation's current and future internal environment

Unit 2: Planning

- Analyse relevant information to recommend and inform strategic decision making
- Develop a strategic marketing plan to realise organisational objectives

Unit 3: Implementation and control

- Manage resources to deliver the strategic marketing plan
- Monitor, measure and adapt the marketing plan for continuous improvement

Assessment: Extended answer test

(A three hour examination)

Extended answer questions with preparatory work.

Mastering Metrics

Mandatory Module

Aims of the module

This module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation 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 measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.

Unit 1: Metrics and analytics

- Understand the role of marketing metrics
- Assess appropriate sources of reliable and robust data for marketing analysis

Unit 2: Measuring effectiveness

- Understand the significance and use of different measurement techniques across a range of market contexts
- Determine the relevant measures of marketing performance across a range of organisations

Unit 3: Analytics for decision making

- Interpret marketing metrics to establish the effectiveness of marketing activities
- Utilise various analytics tools and techniques for marketing insight to support strategic decision making

Assessment: Work-based assignment

An assignment based on a given scenario and an organisation of your choice.

Driving Innovation

Elective Module

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.

Unit 1: Entrepreneurial marketing

- Understand the relationship between marketing and entrepreneurship
- Apply an entrepreneurial response to change and to delivering marketing solutions

Unit 2: Innovation

- Understand the key factors that facilitate and nurture innovation in organisations
- Apply principles of innovation throughout the marketing function

Unit 3: The marketing champion

- Analyse the role of internal marketing to drive innovation
- Develop appropriate plans for implementing effective marketing-led and innovation-focused organisational change

Assessment: Work-based assignment

An assignment based on a given scenario and an organisation of your choice.



Digital Strategy

Elective Module

Aims of the module

This module provides insight into how organisations can implement digital marketing capabilities into strategic marketing planning. You will learn 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. You will examine how the management of digital channels and the application of key digital measures help to achieve business objectives.

Unit 1: Digital disruption

- Understand the strategic implications of the disruptive digital environment
- Generate relevant insights into key emerging themes within the digital marketing environment

Unit 2: Digital planning

- Develop strategic recommendations in response to the need to acquire, convert and retain customers
- Deliver an agile response to changing customer behaviours

Unit 3: Delivering success

- Know how to manage and optimise key channels and content within a digitally enhanced strategic plan
- Apply key digital measures to analyse social, sentiment, search and site behaviour

Assessment: Assignment

A work-based assignment broken down into research, plan and report.

CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member which allows you to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking and knowledge sharing events and top up your skills with discounted rates on our wide range of training courses. You will also 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 via the CIM website. You will also have access to a range of CIM published e-books. In addition, we can offer tailored research support.

cim.co.uk/resources

Practical insights webinars

You can gain access to interactive webinars designed to help you with today's most pressing questions and opportunities. Available live or on-demand, you can watch the webinars at your convenience.

Content hub

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



CATALYST
MARKETING
PRACTICES

EXCHANGE

FAQs

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

The first step in studying one of our qualifications is to enrol with your study centre and decide how you wish to study: face-to-face, online or blended – a combination of online and face-to-face tuition (not all study centres offer all three study options). Once you have enrolled, you'll then need to join CIM as a studying member (cim.co.uk/joinonline), giving you a wealth of study resources at your fingertips.

How much will it cost?

There are different costs associated with a CIM qualification. You will need to pay a tuition fee to your study centre, and fees payable to CIM include your annual membership fee, and the 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. (cim.co.uk/international-reduced-rate).

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. CIM's accredited study centres are assessed on a regular basis to ensure standards are maintained. Part of a centre's accreditation includes an assurance that all CIM students will be provided with tailored advice and guidance on matters such as examination technique, past examination papers, and materials to support learning, as well as CIM's assignment briefs. Studying with an accredited study centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

How long does it take to complete?

The duration of your studies will depend on your chosen study method and the study timetable of the centre. Please discuss your expectations and requirements with our study centre to ensure that you are able to study in the most appropriate way for you.

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

If you have a marketing degree you may be eligible for a module exemption. To find out if your qualification is eligible, please email qualifications@cim.co.uk with details of your existing qualification, when you achieved this, which university you studied at and which of our qualifications you would like to study.

We also partner with leading UK universities to match the content of their marketing degree courses against CIM qualifications, to assess where we can award exemptions through our Graduate Gateway scheme. You can look to see if your university and degree are included here. (cim.co.uk/qualifications/graduate-gateway)

Can I complete just one module?

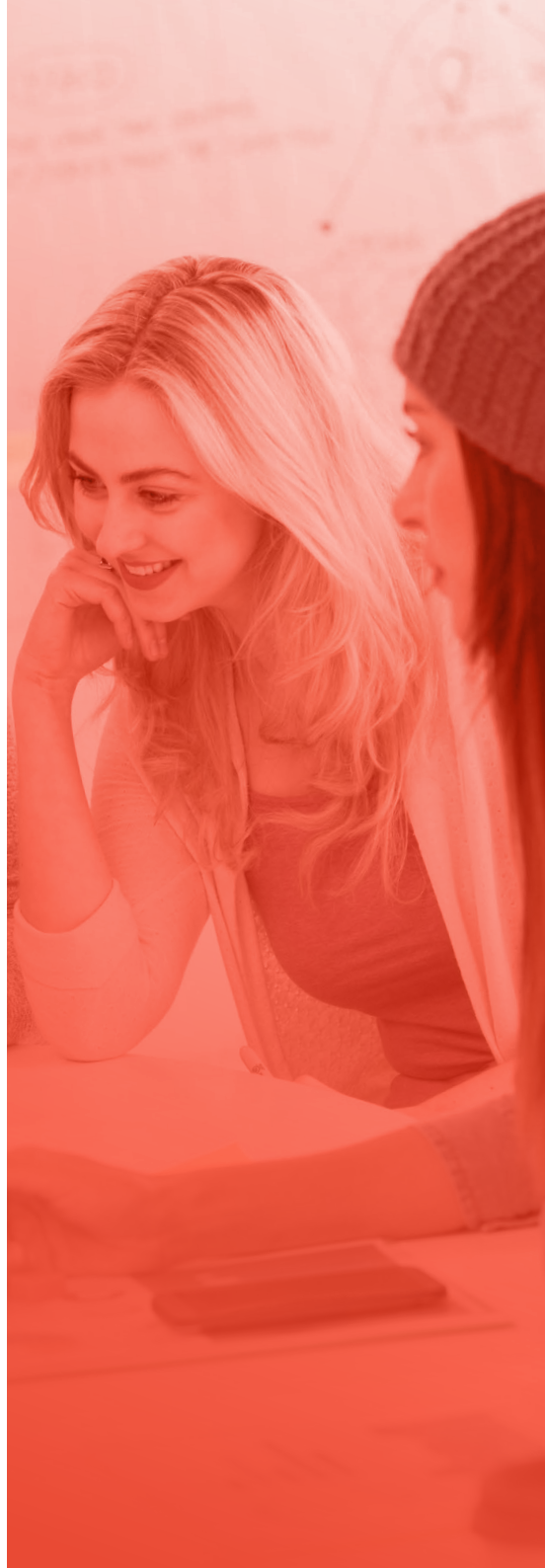
Each specialised module from the Foundation Certificate in Marketing, Certificate in Professional Marketing or Diploma in Professional Marketing and CIM Marketing Leadership Programme can be achieved as a distinct, self-contained award. This allows for a flexible learning experience whereby you can continue to complete short awards, eventually gaining the full qualification in a time frame that suits you.

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

If you complete the Diploma in Professional Marketing or the Digital Diploma in Professional Marketing, you would be eligible for associate graded membership 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 continual professional development (CPD). To become a Chartered Marketer you must firstly reach MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. Students who commence the new level 7 Marketing Leadership Programme at either MCIM or FCIM grade of membership may use their studies towards the CPD requirements of achieving Chartered Marketer status. If they record two consecutive years of CPD and complete the qualification in full, the final step for achieving Chartered status – the online assessment – will be waived. A CIM qualification will contribute towards your eligibility for graded membership.



What our students say



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. The knowledge gained through studying the Diploma in Professional Marketing 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



I completed the Diploma in Professional Marketing with some great results along the way. It has definitely improved my overall knowledge of marketing theory, as well as enhancing my CV and giving my confidence a big boost.

Marc Wilcox

Analyst Relations Intern
Tata Consultancy Services



Overall I have found the Diploma in Professional Marketing to be a really rewarding experience. It has been a massive help to me in my day to day work giving me a different perspective and different thought process on many key tasks whilst also teaching me a lot of great new techniques and ideas.

David North

Brand Manager
Peers Hardy



Enrol now and join CIM

To take a qualification, you'll first need to enrol with your study centre then join CIM. 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/joinonline



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