



The Chartered  
Institute of Marketing

# CIM Marketing Leadership Programme

Level 7 (Advanced)





# About CIM

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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.

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

**12,500+**   
current studying members

**118**  
countries 

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

# 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. <b>Please note: This qualification is only available to those who reside outside of the UK.</b>
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 CIM Marketing Leadership Programme 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><b>Level 3</b> (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><b>Level 4</b> (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 &amp; 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><b>Level 6</b> 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 &amp; 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><b>Level 7</b> 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 Marketing Leadership Programme

## Become a leader of change

Following extensive global, employer-led research, the CIM Marketing Leadership Programme has been developed to respond to both industry and individual needs within the marketing profession. The programme focuses on the skills and competencies required to fully develop the marketing professional into an advocate for leading change within a dynamic organisation.

## 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 level 6 Diploma in Professional Marketing who would like to move up to the highest level of CIM qualifications.

## 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 senior management level
- Accelerate business growth and performance of your organisation
- Advance your leadership abilities and improve your decision making
- Invaluable opportunity to network with marketers at senior level
- Credits towards a Masters or MBA

## What you will learn

- Analyse the changing dynamics of an organisation's environment and identify both external and internal influences that are likely to become future drivers (e.g. Brexit, artificial intelligence, virtual reality, augmented reality, Big Data etc.)
- Critically assess the contribution of the challenges to the value creation of your organisation, apply strategic thinking and match it with organisational resources to support and deliver on business goals in a customer oriented organisation
- Create, lead and implement a culture of change in your organisation
- Shape an effective and saleable consultancy proposition and develop your personal brand
- Create a sound and successful growth plan for yourself and your business

## Entry criteria

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.

## Assessments

- Organisation based assignment designed to allow the candidate to address a specific real-life business issue
- Three assessment sessions per year taking place in December, April and June/July

## Ways to study

- Face-to-face learning
- Blended learning (a mix of face-to-face and online learning)

## 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.

## Designatory Letters

Once you've successfully completed the CIM Marketing Leadership Programme, you'll be able to use the designation 'DipM' after your name.

## Chartered Marketer status

If you commence the CIM Marketing Leadership Programme at either MCIM or FCIM grade of membership, you can use your studies towards the CPD requirements of achieving Chartered Marketer status. Upon successful completion of the qualification and two consecutive years of CPD, you will achieve Chartered Marketer status.

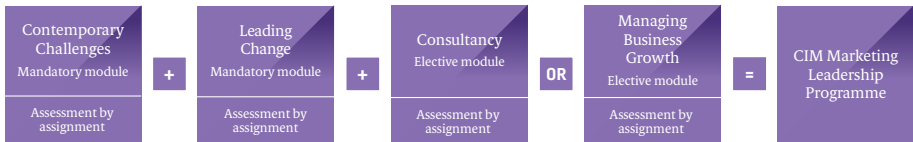
# Programme structure

The programme's 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 two mandatory modules and one elective.

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

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

## Two mandatory modules AND your choice of elective module



Next step: find a study centre - visit: [cim.co.uk/study-centres](http://cim.co.uk/study-centres)



## Contemporary Challenges

Senior level marketers need to be able to identify the key influences on the future drivers of the organisation and match those with organisational resource to determine future direction.

This module will enable you to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future strategies.

### **Assessment by organisation based assignment**

## Leading Change

A key aspect of a senior marketer's role is leading and managing change within an organisation. This module will enable you to meet the challenges of change by providing a platform for supporting future responses through harnessing organisational potential and sustainable innovation.

In addition you will develop an understanding of how the organisation's assets can be managed to build and sustain a clear market position to guide, support and implement market-led change within an organisation.

### **Assessment by organisation based assignment**

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## Consultancy

Senior marketers often gain experience across different organisational types and sizes over the course of their career, giving them a detailed insight into a range of marketing related issues and problems. This experience, within the heart of an organisation, can be developed into a consultancy role either within a large organisation linking in with key clients or as an independent consultant within a marketing specialism.

This module is designed to develop the skills required to build and develop client relationships in either of those scenarios.

### **Assessment by organisation based assignment**

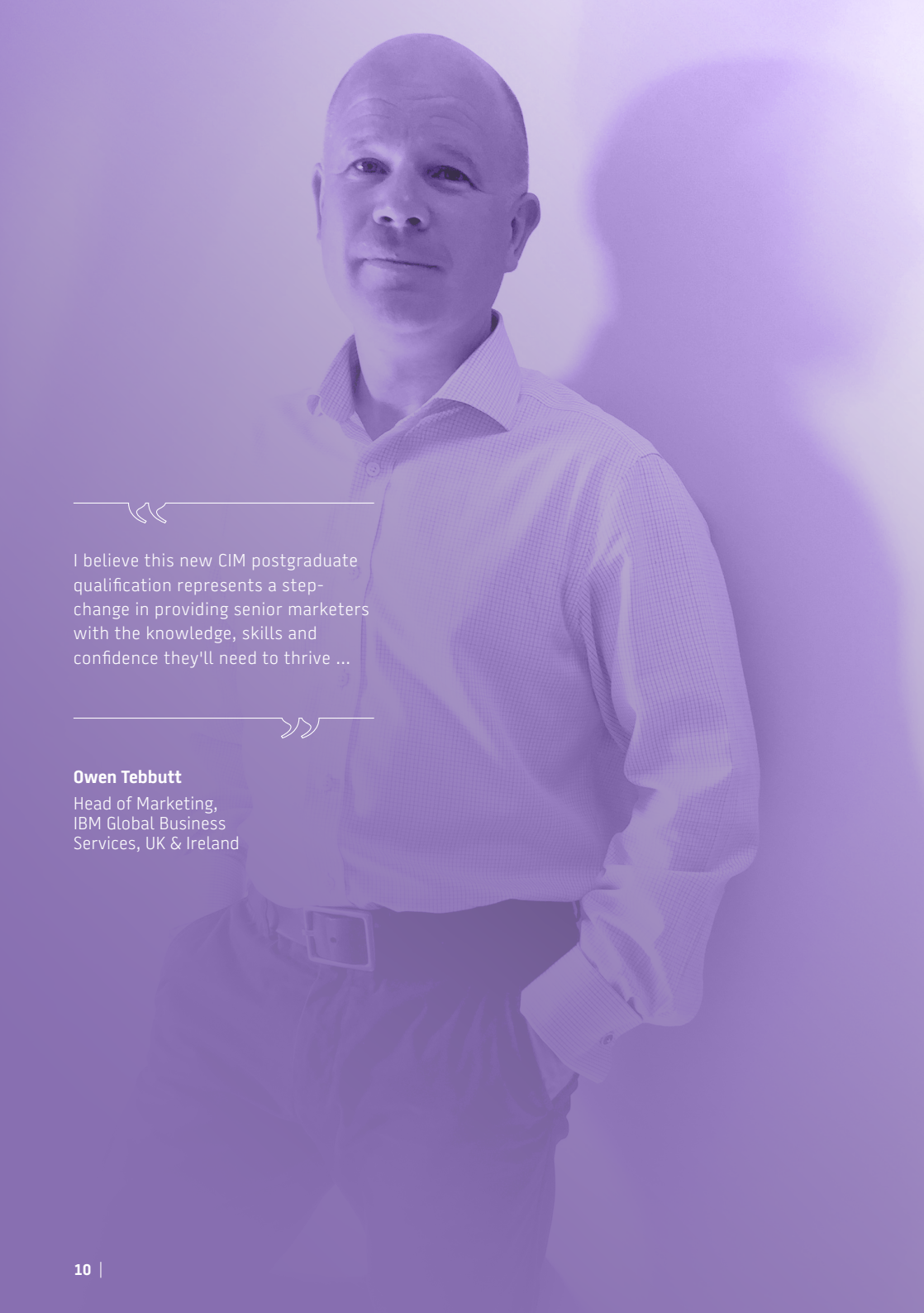
## Managing Business Growth

Growth is a key driver within any organisation and developing both a structured and creative approach to determining where potential or existing opportunities exist is an essential skill for senior marketing professionals. The size, type and form of the organisation can help or hinder this process so an in depth knowledge of the complexities of the organisation and its context is critically important to facilitate decision making at the strategic level.

This module is designed to enable the marketer starting with a wider view of organisations to focus down onto a specific area – ideally the one they work in or interact with in their current role, and to facilitate solutions which maximise strategic fit.

It can be also delivered in one of two ways; either specific to an organisational type, e.g. B2B or SME organisations or as a generic module.

### **Assessment by organisation based assignment**



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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 ...

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**Owen Tebbutt**

Head of Marketing,  
IBM Global Business  
Services, UK & Ireland

# Endorsements by employers

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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 which marketers need to prosper in forward thinking, customer orientated organisations across all sectors.

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## Owen Tebbutt

Head of Marketing,  
IBM Global Business  
Services, UK & Ireland



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The revamp of the CIM level 7 qualification has been developed through close collaboration with employers, and as a result is a very practical and relevant qualification giving valuable skills to the individual and any marketing team they sit within.

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## Helena Barras

Marketing Manager,  
Johnson Matthey

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Modern, forward-thinking organisations will find that this qualification equips their marketing professionals with the means to strategically develop the business far beyond the realms of traditional marketing. As the highest level of qualification the CIM offers, it is a mark of quality and distinction that cannot be gained elsewhere.

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## Monique Eisenberg

Marketing Manager

The professional qualifications are becoming ever more important in a rapidly changing business environment where marketing is increasingly at the centre of this change and requires an ever expanding skillset. CIM clearly recognises with this new qualification, the need to support marketing professionals by evolving its qualifications.

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## Tony Galloni

Marketing Director,  
Engie



# 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)

## Practical insights webinars

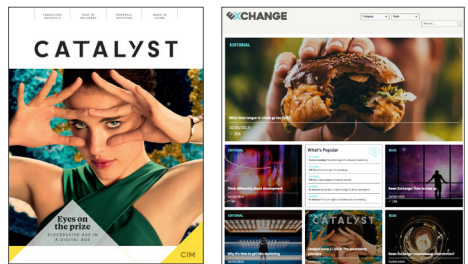
You can gain access to interactive webinars designed to help you with today's newest trends and techniques in marketing. Available live or on demand, you can watch these webinars at your convenience.

## 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

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## **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, 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 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](mailto:qualifications@cim.co.uk)

# Enrol now

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

## Join CIM

To take this 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](https://cim.co.uk/join)**



Web Dev

HTML

CSS

ACCESS

SQL  
INJECT

CMS  
PANELS

SEARCH  
ENGINES

SLT  
SITE

DEVELOPERS

INJECTING

TECHNO  
UPDATE

ANALYTICS  
TECHNIQUE

META DATA

- Internal applications
- Blockchain business cards
- Search engine, search engines
- Web content development
- Search engine optimization
- Network security
- System security
- System security
- System security
- System security

- DATA CATALOGUES IN
- DATA FILES CORRECTLY
- DATA DISCOVERIES (E)
- DATA BASE ORIENTED
- META DATA REGISTRIES
- CATALOGUES IN PLACE
- DRIVEN CALL
- HYPER MAP - USER FRIENDLY CAPTURE
- DATA VECTURE / DISCOVERY
- GENEL CAP
- NUMERICAL
- CATALOG
- HYPER MAPS

SEARCH  
META

USER  
FRIENDLY



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