

nesma

BUILDING MARKETING KNOW-HOW

CIM Marketing Leadership Programme

Level 7

A smart and flexible qualification



CIM

Accredited Study Centre



About CIM

CIM is an Ofqual regulated qualifications provider and is accredited by the European Marketing Confederation. We currently have over 14,000 studying members in 110 countries and 20,000+ awards 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

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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 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

To gain entry to the programme, a combination of the following is required:

- Level 6 CIM marketing qualification or Bachelor's or Master's degree
- Past career progression evident
- More than five years' experience working at marketing management level
- Scope of current role is sufficient to allow engagement with assessment tasks
- IELTS 6.5 or above

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, March/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

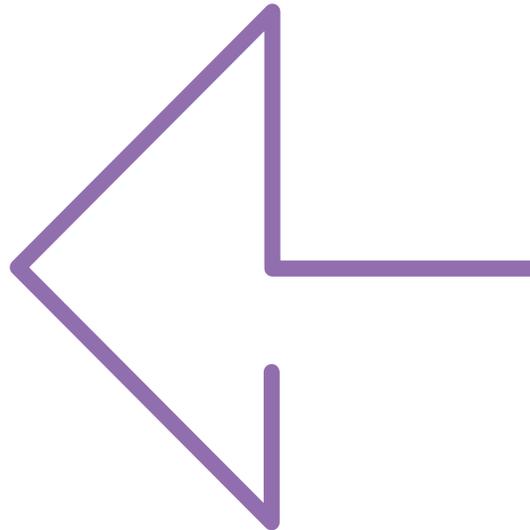
The full programme can be completed within 18 months which would allow six months for each module.

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 level 7 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 a CPD reflective statement, you will achieve Chartered Marketer status.

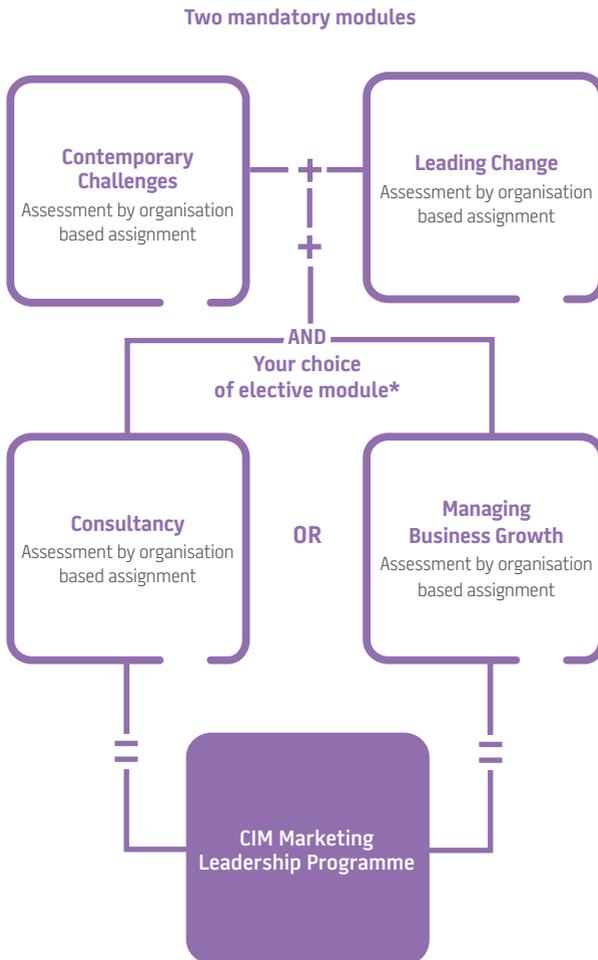


Programme structure

The programme's flexible structure has been designed to meet the needs of today's professional marketer. Each module can be 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 plus one elective module is required.

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



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

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

A man with a shaved head, wearing a light-colored, long-sleeved button-down shirt and dark trousers with a belt, stands against a purple background. His hands are in his pockets, and he is looking slightly to the right of the camera. The background is a solid purple color with a faint, larger-scale pattern.

“ 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 ... ”

Owen Tebbutt

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



Endorsements by employers

“ 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. ”

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



“ 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. ”

Helena Barras
Marketing Manager,
Johnson Matthey

“ 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. ”

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. ”

Tony Galloni
Marketing Director,
Engie



Enrol now and join CIM

If you meet the entry criteria as detailed on page 5 and would like to take this qualification, you'll first need to enrol with your study centre then join CIM. As a member of CIM, you'll have access to a range of benefits and resources that can support your studies and professional marketing career.

To join, simply visit: cim.co.uk/join

