

# PROFESSIONAL DIPLOMA IN MARKETING

## WHAT IS IT?

This is a Level 6 qualification which provides the knowledge, skills and 'ability to do' in relation to marketing planning and develops the 'marketing professional' across a range of areas. The qualification is a hybrid of marketing with a considerable emphasis on management as marketers move from specialist aspects of marketing into either a functional or departmental role.

## WHO IS IT FOR?

Marketers with operational, supervisory or management responsibilities – including department managers, functional managers, product/brand managers, account managers, agency managers, marketing executives and business development managers.

## WHAT IS EXPECTED OF ME?

At this level you will be expected to complete approximately 600 hours study, between time with your tutor and personal study.

## Do you qualify?

This qualification is the same level as the final year of a degree programme, which means you'll need to pass CIM's diagnostic entry test onto Level 6, or meet at least one of these criteria:

- Experience in a marketing management role that has provided you with the ability to be able to demonstrate that you can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so and is sufficient to pass the diagnostic entry test to Level 6.

OR

- The CIM Professional Certificate in Marketing (either 2002 syllabus or the 2008 syllabus).

OR

- Any business or marketing Bachelors or Masters degree (or an equivalent qualification) where a minimum of one third of credits come from marketing (ie 120 credits in Bachelors degrees or 60 credits with Masters degrees).

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 academic proficiency or Trinity ISE III/IV, or the C1 Level from the Common European Framework of References for Languages (CEFR).

## Course content

This qualification contains four units:

### Unit 1. Marketing Planning Process

This unit is designed to provide a detailed understanding of marketing planning, including the synergistic planning process and its links with the delivery of marketing strategy. It also considers a thorough assessment of the dynamic and complex nature of the marketing environment and its impact on developing marketing plans to achieve strategic outcomes and competitive advantage in the market place.

**Unit credits: 15**

### Unit 2. Delivering Customer Value through Marketing

This unit's primary focus is the development and execution of marketing activities that have been designed to achieve customer satisfaction and meet organisational objectives, through effective marketing mix strategies which deliver stakeholder value.

**Unit credits: 15**

### Unit 3. Managing Marketing

The focus of this unit is about developing you as a manager, including giving you the knowledge and understanding required to develop and manage the marketing infrastructure and the organisation's talent development, capability and capacity.

This includes developing effective quality systems and processes to support compliance and approaches to measuring and monitoring marketing activities.

**Unit credits: 15**

### Unit 4. Project Management in Marketing

This unit will focus on the proactive development and delivery of a justified management process to support the initiation, implementation and control of marketing projects, including the use of research and information and preparing proposals and briefs to identify needs comprehensively.

**Unit credits: 15**

### How will you be assessed?

It's possible with hard work to qualify within a single academic year studying part time. You will be assessed across the four units using a blend of two basic methods:

1. A pre-seen case study examination.
2. By assignments such as work-based projects which will often be based on various findings and recommendations within your own company (or a company of your choice).

## Unit awards

Units can be studied individually as well as part of this qualification.

For more information please contact our Customer Experience team.

Call **+44 (0)1628 427120**

E-mail [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)

## What does it cost?

To take this qualification you need to:

### Be an Affiliate

Cost: £184 per year. (£140 if you live outside of the UK and Western Europe). Above fees are inclusive of accelerated route fees of £40. Where you are entitled to exemptions from the Professional Certificate in Marketing (£10 x 4 units).

## Pay assessment fees

Marketing and Planning Process (Assignment): **£80**

Delivering Customer Value through Marketing (Exam): **£80**

Managing Marketing (Assignment): **£80**

Project Management in Marketing (Assignment): **£80**

## Pay tuition fees

All students need to register with a CIM Accredited Study Centre. There will be tuition fees associated with study plus books and study materials which will vary depending on where and how you study. You can contact our Accredited Study Centres directly to compare different costs.

[www.cim.co.uk/studycentres](http://www.cim.co.uk/studycentres)