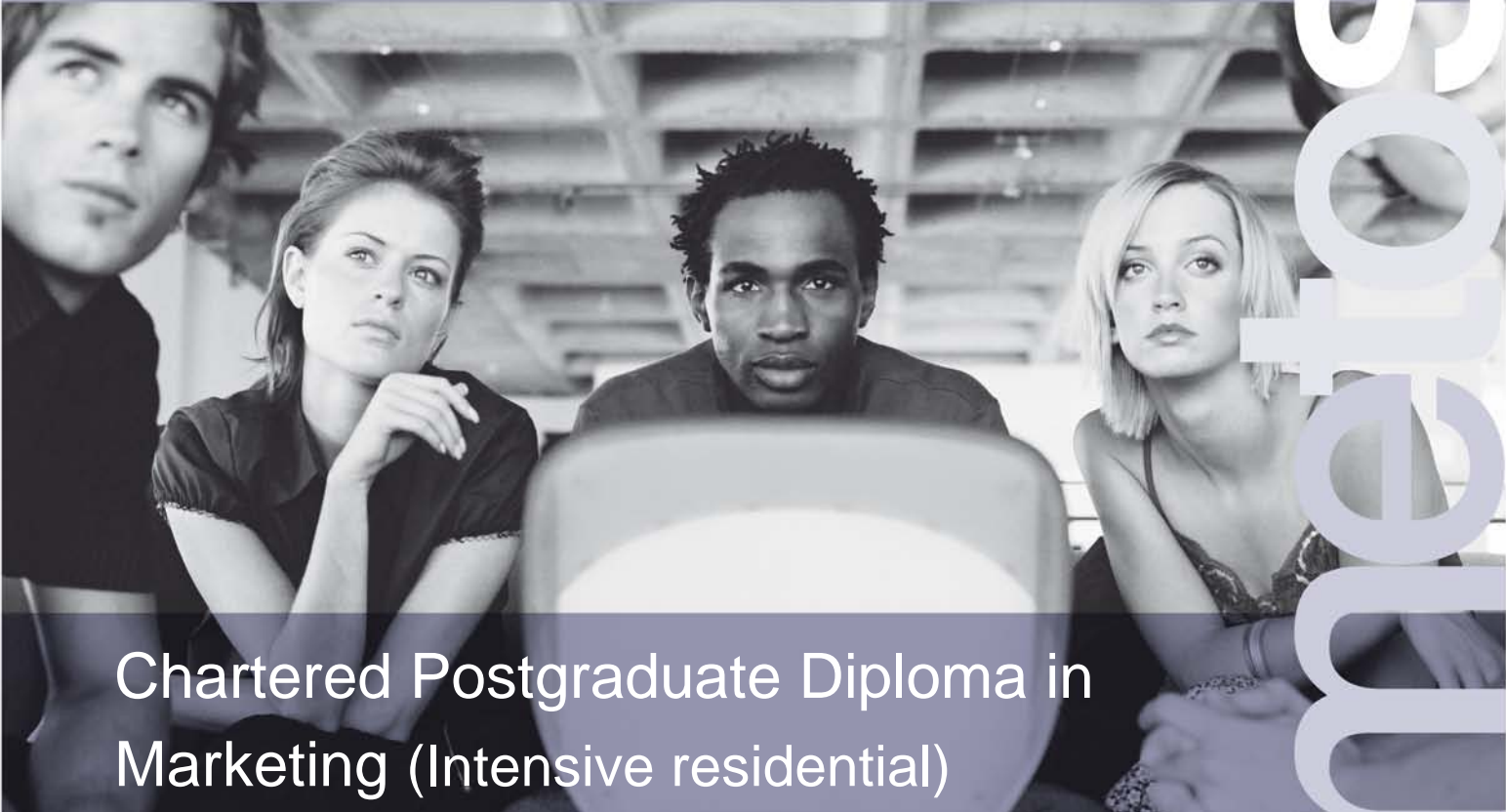


It's time to shine



Chartered Postgraduate Diploma in
Marketing (Intensive residential)

CIM ACADEMY

Course guide

Contents

About CIM Academy	3
Why CIM Academy?	3
Overview of qualification	4
Course structure and start dates	5
The benefits of residential learning	5
Online support via CIM City	5
Course content	6
Entry requirements	8
Our training venue	9
How to book and fees	10
Course calendar	11

About CIM Academy

A qualification from The Chartered Institute of Marketing (CIM) can arm you with the tools and techniques to be a professional marketer and will help accelerate your career.

A qualification gained from CIM Academy will not only help you gain that qualification faster, it represents an excellent return on investment.

Why CIM Academy?

As the only study centre owned by The Chartered Institute of Marketing, CIM Academy is based at Moor Hall, the home of CIM. We pride ourselves on providing specially developed intensive study options designed to get students through their studies quickly and efficiently. Whichever study route you choose, studying with CIM Academy gives you access to:

- **The highest quality resources and expertise**
- **Exceptional tuition from course directors who are leaders in their respective fields**
- **A superb support network – from course directors, a dedicated CIM Academy team and fellow delegates**
- **Excellent pass rates – 90% of our delegates pass first time**
- **Fully inclusive prices – alleviating the burden of paperwork and extra costs associated with arranging CIM membership and assessment**

The **intensive residential programme** consists of intensive, residential sessions of two to three days duration over a number of months. In addition to this programme, we offer:

1. **Virtual Learning programmes** – study at your own pace from any location, whilst interacting in live tutorials with course directors and face to face workshop days
2. **Blended online programmes** – a mix of online learning through interactive tutorials and face to face workshop days
3. **Customised company training** – tailored qualification programmes delivered in-house to a group of employees



Overview

The **Chartered Postgraduate Diploma in Marketing** is a challenging, high level two stage marketing qualification that demonstrates professional knowledge across many areas, leading to Chartered Marketer status.

Who is it for?

- **Marketing professionals and business development managers working at a strategic level or aspiring to do so, who wish to gain a professional Masters level qualification**
- **Delegates looking to build on knowledge gained at the Professional Diploma level**

What you will learn

By the end of this qualification, you should be able to:

- **Make the transition into strategic marketing management**
- **Work more cross functionally at a senior management level**
- **Make a significant contribution towards the organisation's corporate and business strategy**
- **Contribute to board decisions**
- **Demonstrate a high level of leadership and influence**



Achieving Chartered Marketer status

Students that complete Stage 1 gain the Professional Postgraduate Diploma in Marketing. With appropriate experience they may upgrade to Full Member status (MCIM).

Those who complete Stage 2 should be eligible to achieve Chartered Marketer status provided that they have the relevant experience and have registered on the Chartered CPD Programme, logging two consecutive years of continuing professional development (CPD).

Course content – Stage one

Unit 1: Emerging Themes (3 days)

This module covers the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment. In addition, this unit will also help delegates to build and refine the skills necessary to anticipate and adapt to future changes. In undertaking a critical evaluation of the key themes, delegates should be able to take a strategic perspective of the impact of these themes at a sectoral or industry level, as well as upon the organisation they work for.

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

- Critically assess and evaluate the significance of various emerging themes in marketing and business
- Demonstrate an ability to recognize the strategic importance of key themes
- Consider how best to take them into account when developing and implementing marketing strategies
- Establish strategies and mechanisms for anticipating future trends and emerging themes.



Unit 2a: Analysis and Decision (3 days)

This unit consists of three parts: Strategic audit, Strategic options, and Making strategic marketing decisions. The overall purpose of the unit is to prepare delegates to undertake a strategic audit of an organisation, assess its capability and capacity to deliver the organisation's business and marketing strategy in a challenging, dynamic and diverse global market place, and to recommend a strategic option, or decision, based on a full critical evaluation of the various options available. By the end of this module you should be able to:

- Undertake a sophisticated strategic audit which will help to prioritise the key issues, opportunities and risks facing an organization in meeting its future objectives. This will be based on a clear and detailed assessment of an organization and its performance and the issues and challenges it faces in creating and delivering best value
- Use their strategic audit of an organization to generate strategic options and critically evaluate those options in respect of the key issues faced by the organisation
- After exploring the wide range of strategic options available to an organization to meet its corporate and business strategy, recommend an option based on, and justified by, a critical evaluation of its suitability in the specific situation.

Unit 2b. Analysis and Decision – Case Study Preparation (3 days)

This unit provides the opportunity to explore strategic marketing in a practical setting. It is designed to help delegates prepare their analysis of the Case Study for their examination and apply the knowledge from the previous unit.

Course content – Stage one

Unit 3: Marketing Leadership and

Planning (2 + 2 days)

This unit is designed to provide a detailed understanding of the major issues in developing a relevant, agile and flexible market-oriented organisation, which can respond to a dynamic and changeable market environment.

Students should demonstrate a detailed understanding of the issues concerning the degree of influential leadership required to execute such change within an organisation, both from the top down and from the bottom up. This will require a thorough understanding of the resources required to implement change within an organization and to establish the level of competence and capability required to deliver an organisation's value proposition to its key stakeholders and markets. By the end of this unit you should be able to:

- Critically evaluate the links from the corporate strategy to the marketing strategy and ways of delivering an organisation's corporate mission and vision effectively
- Develop marketing strategies to achieve the organisation's strategic intent and deliver its value proposition
- Develop strategic but operational marketing plans at organizational level (not just functional) using synergetic planning processes, taking account of different planning frameworks (cross functional and board level contribution) and ensuring they are within the resource capabilities of an organization
- Determine the most appropriate organizational structures for market-orientated organizations and changing organizations, whilst evaluating the resource implications and requirements
- Develop sustainable competitive advantage through suitable approaches to leadership and innovation

- Assess the link between change programmes, marketing activities and shareholder value, show how these can contribute to an organisation's ongoing success, and evaluate the concepts of power, trust and commitment in the context of negotiating change with key stakeholders

Unit 4: Managing Corporate Reputation (3 days)

This unit considers the fact that the strength and magnitude of an organisation's reputation represents the way in which a complex range of stakeholders perceive an organization, entity or destination. All too often, a gap develops between the way develops between the way an organisation intends to be seen and the reality, namely the way stakeholders actually perceive it. This can be due to a range of forces, some slow, foreseeable and manageable, and some sudden, unforeseen and relatively unmanageable. All can result in organizational underperformance, destabilisation, financial difficulties, leadership change, a fall in market valuation, and even difficulty in raising finance or recruiting the right personnel. This unit explores ways in which organisations can minimise the gap and avoid these potentially serious issues. Broadly this unit is concerned with learning to manage in the following ways:

- The way organization's develop their identities
- The elements that contribute to the identity that an organization projects to its stakeholders, sometimes through a corporate brand
- The linkage between how an organization wants to be seen and how it is seen, namely corporate communications.

Course content – Stage two

Stage 2 has one unit entitled 'Leading Marketing'. This takes the form of a work-based project relating to your own organization or another of your choice. By the end of this unit, you should be able to:

- **Demonstrate a critical awareness of current and emerging issues in marketing that is informed by leading edge research and practice in the field**
Propose a strategic response to an emerging marketing theme that considers the impact on marketing and its interaction with other parts of the organization
- **Critically evaluate the skills, behaviours and attitudes required to lead strategic marketing projects**
- **Critically assess published research to determine methods of designing, implementing, measuring and monitoring the success of a project and marketing performance**
- **Demonstrate the relationship between theory and professional practice through the application of a range of appropriate assessment tools and techniques to measure project success**
- **Critically evaluate project success and recommend appropriate actions to improve the implementation of future business projects or revise approaches to practice**

Entry Requirements

CIM Academy has its own entry criteria and applicants are assessed on an individual basis. However, we recommend that you have at least six years marketing and / or sales experience (three of which should have been at management level) or the CIM Professional Diploma in Marketing.

Our programmes are taught in English and all delegates need to have a good level of oral and written proficiency in the language. If English is not your first language, you will

need to confirm that you have at least IELTS 6.5 proficiency to Trinity III/IV, or equivalent English tests that are acceptable to UK Government standards

Transition arrangements

If you are part way through studying this qualification, you can transfer to complete your qualification with CIM Academy, with the modules completed so far still counted. Please contact us on +44(0)1628 427240, or email cimacademy@cim.co.uk for further details.

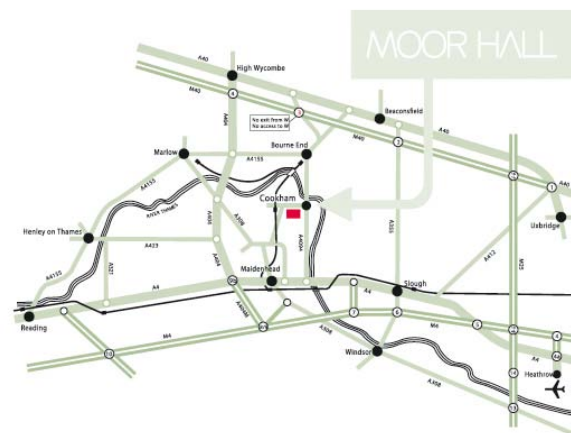
Our training venue



Moor Hall, Cookham

Focused and effective training must be conducted in a relaxed and stress free environment. We believe we have that environment here at Moor Hall, our purpose-built training and conference complex in Cookham, Berkshire. Aside from being the home of The Chartered Institute of Marketing, the venue provides a high quality learning environment set in a beautiful tranquil location next to the River Thames.

The venue is conveniently located within easy reach of international airports, major road and motorway networks and main route rail stations. The complex comprises a beautifully appointed 80 bedroom hotel, superb garden view restaurant, a cocktail lounge for relaxation and entertainment plus a purpose-built recreation centre. Delegates have direct access to world-class marketing resources through the CIM Library based at the venue.



How to book

Bookings should be made via the CIM Academy team at The Chartered Institute of Marketing. Please call us on +44 (0)1628 427240 or visit www.cimacademy.com and complete an online enquiry form.

Please send an up to date CV with your booking.

All-inclusive price

Stage 1 - £7,495 +VAT

Stage 2 - £2,995 +VAT

Unlike other study centres, these all-inclusive prices include all tuition costs, core course books, one year's membership, assessment fees and full board accommodation in an en-suite study bedroom at Moor Hall. And, we take care of the administration for you, leaving you to concentrate on your studies.

Pay as you learn

We appreciate the pressures on budgets and that a number of delegates are self funding their studies, and so we offer staged payment options which literally means CIM Academy students can 'pay as they learn'.

Please note: Conditions apply. Please contact us for full details.



Call: +44 (0)1628 427240
Email: cimacademy@cim.co.uk
Complete an enquiry form at
www.cimacademy.com

Course calendar

	Duration	Title	Date	Exam Board	Results
Unit 1 (10 credits)		Start pre-course reading	18 Aug 10	Feb 11	25 Feb 11
	3 days	Emerging Themes	1-3 Sept 10		
	Assessment 1	Emerging Themes (written assignment)	22 Oct 10		
Unit 2 (20 credits)	3 days	Analysis & Decision	8-10 Dec 10	May 11	27 May 11
		Case study issued	28 Jan 11		
	3 days	Analysis & Decision – Case Study Preparation	16-18 Feb 11		
	Assessment 2	Analysis and Decision (case study exam)	2 Mar 11		
Unit 3 (20 credits)	2 days	Marketing Leadership & Planning – part 1	16-17 March 11	July 11	27 Aug 11
	2 days	Marketing Leadership & Planning – part 2	13-14 April 11		
	Assessment 3	Marketing Leadership & Planning (work-based project)	26 May 11		
Unit 4 (10 credits)	3 days	Managing Corporate Reputation	22-24 June 11	Nov 11	3 Dec 11
	Assessment 4	Managing Corporate Reputation (work related assignment)	12 Aug 11	Nov 11	3 Dec 11

Be brilliant

To find out more about CIM Academy qualifications

Contact: CIM Academy

Call: +44 (0)1628 427240

Email: cimacademy@cim.co.uk

Complete an enquiry form at www.cimacademy.com