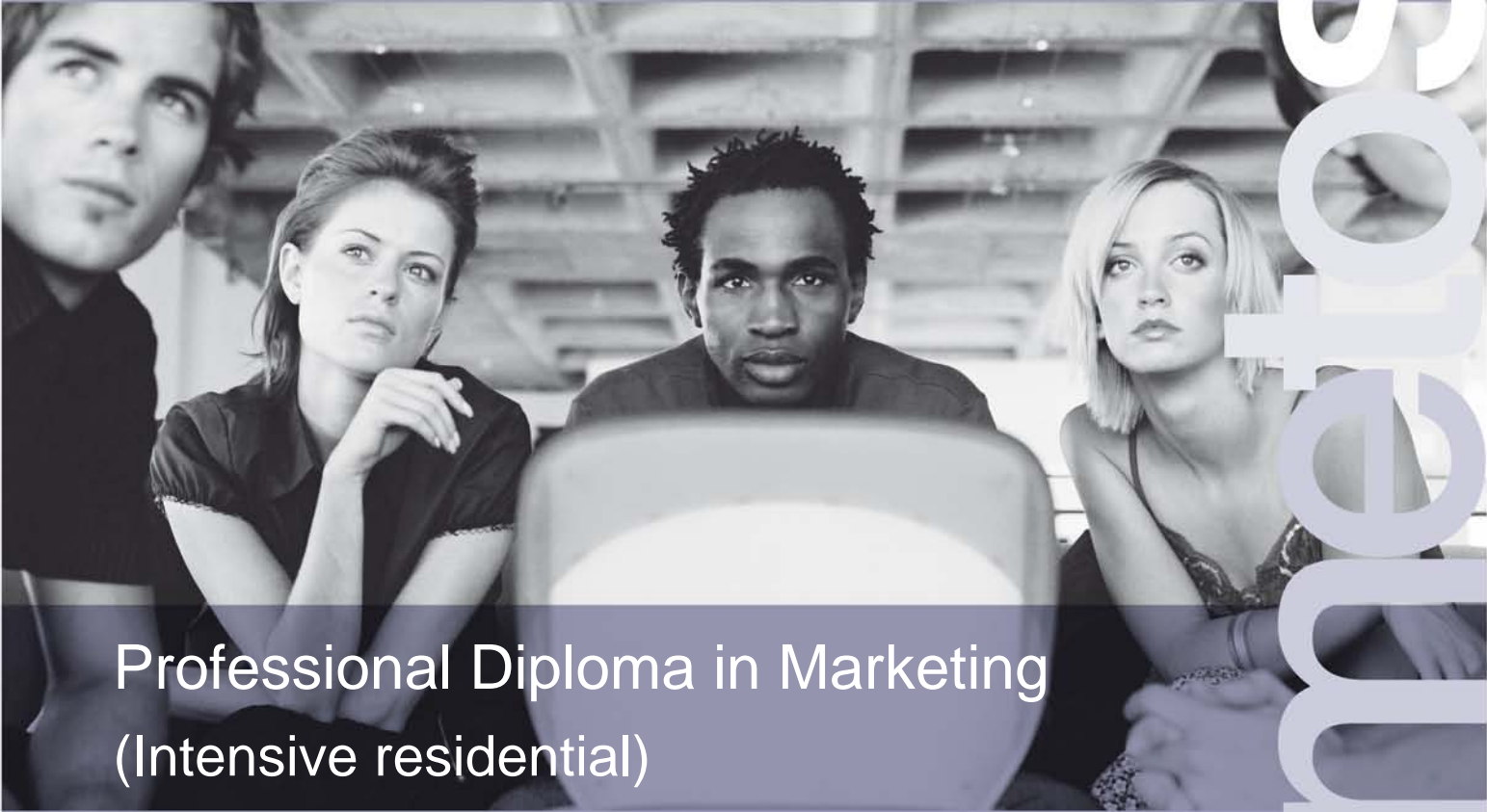


It's time to shine



Professional Diploma in Marketing
(Intensive residential)

CIM ACADEMY

Course guide

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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 **Professional Diploma in Marketing** is for individuals looking to build practical skills in operational marketing management and broaden their strategic perspective. The programme has been designed by CIM Academy and is based upon the Professional Marketing Standards developed by The Chartered Institute of Marketing for the marketing profession.



Who is it for?

- Marketers responsible for managing the marketing process at an operational level
- Those moving into a mid-level marketing position
- Delegates looking to build on knowledge gained at Certificate level
- Experienced business people who want to gain a better understanding of marketing management

What you will learn

You will learn how to:

- How to write a marketing plan at the operational level, with many elements that entails, as well as conduct a marketing audit and measure success
- Understand marketing communications in depth and how all parts of the marketing mix – from brand to digital to channel management – work together to create value for stakeholders
- Effectively manage marketing activities, including the marketing team and marketing budgets, and know how marketing integrates with other functions
- Manage and utilize marketing research and information, and use project planning techniques to plan activity and measure the results

Course structure and start dates

This course is an intensive residential programme that consists of 20 days training over a period of ten months. Delegates will need to attend eight residential sessions (of two to three days each) in sequence and will need to spend between eight and ten hours per week reading and studying.

With the exception of unit two (which is assessed through a pre seen case study examination), the units are immediately followed by an assignment which may be based on your business. It is designed to give delegates the opportunity to put into practice the knowledge they have just learned. Assignments require between 40 – 50 hours each to complete.

Streams commence in March and September each year.

Benefits of residential learning

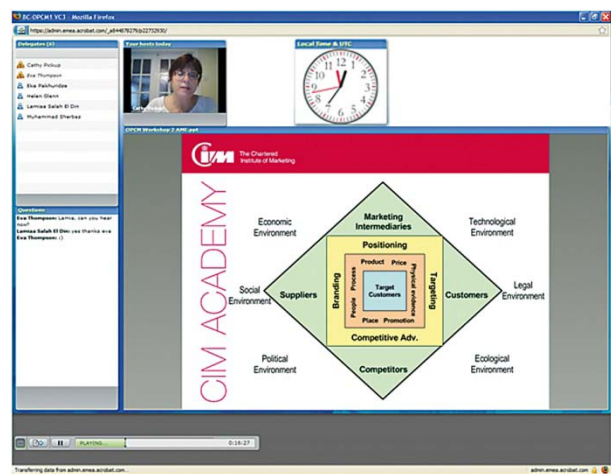
Delegates attending intensive residential sessions will benefit from:

- **Guided learning with high quality trainers**
- **Intensive sessions where concepts are explored in groups**
- **Assessment is through business related assignments rather than exams**
- **Networking with other professionals at similar levels in a variety of businesses**
- **Support network of CIM Academy team, Course Directors and fellow delegates**

The structure of these modular programmes is unique in our industry, in that the delegates performance is assessed on an ongoing basis at the end of each module, either by practical application of a case study or by assignments relating to current business environments.

Online support via CIM City

CIM City is the online learning environment from CIM Academy. It offers support and assistance throughout your studies, helping to answer any questions and providing encouragement. Delegates can access interactive online content, share and discuss ideas with their fellow delegates and course director.



Course content

1. The Marketing Planning Process

- Evaluate the role of the marketing planning process and the marketing plan implementation in a range of marketing contexts including that of the organisation's strategy, culture and broader marketing environment
- Evaluate the interconnectivity between corporate, business and marketing objectives and consider the impact of the external marketing environment and the organisation's resources on their development and achievement
- Conduct a marketing audit including a detailed analysis of the internal and external marketing environments
- Assess the findings of the audit and develop a marketing plan that is responsive to market and organisational changes and underpins the organisation's marketing strategy, determine the importance of segmentation, targeting and positioning and their relative interdependencies and develop effective segmentation, targeting and positioning strategies which are innovative, cost effective, valuable and maximise the potential marketing opportunities successfully
- Utilise a range of positioning platforms including price, quality, service and brand perception, to establish an organisation's marketing positioning strategy
- Recognise the significance of retaining existing customers through relationship marketing when developing strategies to achieve marketing objectives

2. Delivering Customer Value Through Marketing

- Develop and manage a brand and product portfolio in the context of the organisation's marketing strategies and objectives
- Develop and implement an effective and efficient channel management strategy which reflects the needs of stakeholders and considers the impact of the external environment
- Develop an effective and innovative communications strategy and plan which clearly delivers the organisation's proposition to the market, through effective segmentation and targeting of internal and external markets
- Utilise an innovative and effective integrated marketing mix to reinforce the organisation's brand values and overall marketing proposition and competitive advantage
- Determine customer requirements for product and service delivery to ensure the marketing proposition is customer-focused, efficient and effective

Course content

3. Managing Marketing

- Recommend how a marketing function should be structured to deliver competitive advantage, marketing and organisational success
- Assess a range of approaches that can be used to manage the marketing function on a day-to-day basis
- Prepare plans for showing how a team should be structured, selected, formed, managed and developed to demonstrate effective performance against objectives
- Critically assess the organisation's resource needs and capabilities for the marketing team and manage its marketing activities effectively and efficiently
- Prepare appropriate budgets and accounting documentation to support the financial management of the marketing function and associated marketing activities
- Critically assess the ongoing financial situation including manageability of the budget, financial stability and success of the marketing function.



4. Project Management in Marketing

- Identify the organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects
- Develop an effective business case, complete with justifications, financial assessments and consideration of the organisation's resource capacity and capability to deliver
- Undertake a risk assessment programme with suggestions on how to mitigate for risks facing the organisation and the achievement of its business and marketing objectives
- Design, develop and plan significant marketing programmes, using project management tools and techniques, designed to deliver marketing projects effectively, in terms of quality, resource and delivery
- Integrate a range of marketing tools and techniques to support the development and implementation of a range of marketing projects
- Monitor and measure the effectiveness and outcomes of marketing projects through the end-to-end project process.

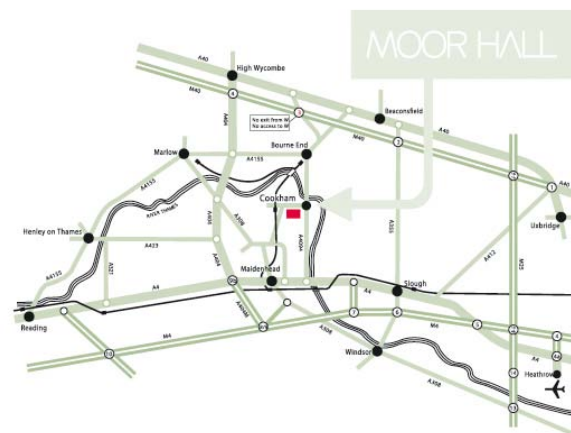
Our training venue



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.



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 three years marketing experience, one of which should be at management level, a degree in business or marketing, or the Professional Certificate in Marketing, in order to apply.

Our programmes are taught in English and all delegates are expected to have sufficient knowledge of both written and spoken English. 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 also transfer to study with CIM Academy. Please contact the CIM Academy team on +44 (0)1628 427240.

Technical specifications

The recommended minimum specification of your PC is as follows:

- **Microsoft Windows 2000 Operating System (or the equivalent for Mac) or later.**
- **Pentium II 233Mhz with 128MbB of RAM, at least 5MB of free disk space**
- **SVGA Graphics card with screen resolution set to at least 800 x 600, High Color (16 bit)**
- **Windows compatible sound card**
- **Broadband connection to the Internet**
- **Headset or Speakers**
- **Microsoft Internet Explorer v6 or later, Netscape Navigator v4.7 or Firefox**
- **Pop-ups and Java script enabled for cimcity.co.uk**
- **Flash plug-in – Version 8 or later**
- **To download a free copy of the Flash plug-in go to**

<http://www.macromedia.com/go/getflashplayer>

- **Acrobat Reader – Version 8 or later**

Quick test: To see if your computer is able to access our online requirements, please visit:

https://admin.acrobat.com/common/help/en/support/meeting_test.htm



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

£6,495 plus VAT. Unlike other study centres, our price includes student membership during your studies, tuition, assessments, 24/7 access to CIM City, study materials and full board accommodation in en suite single study bedrooms at our Moor Hall training complex. 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
1	3 days	The Marketing Planning Process	20-22 Sep 2010
2	2 days	The Role of Segmentation, Targeting & Positioning	11-12 Oct
Assessment 1		The Marketing Planning Process	23 Nov
3	2 days	Delivering Customer Value	9 – 10 Dec
		Case study issued	28 Jan 2011*
4	3 days	Marketing Communications and Customer service	9 – 11 Feb
Assessment 2		Delivering customer value through marketing	1 March*
5	2 days	Managing Marketing - Infrastructure & Finance	14-15 March
6	3 days	Managing Marketing People	11–13 April
Assessment 3		Managing Marketing	25 May
7	2 days	Project Management	6-7 June
8	3 days	Project Management in Practice	4-6 July
Assessment 4		Project Management in Marketing	17 Aug
		Certificate issued	Feb 2012

*Dates to be confirmed

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