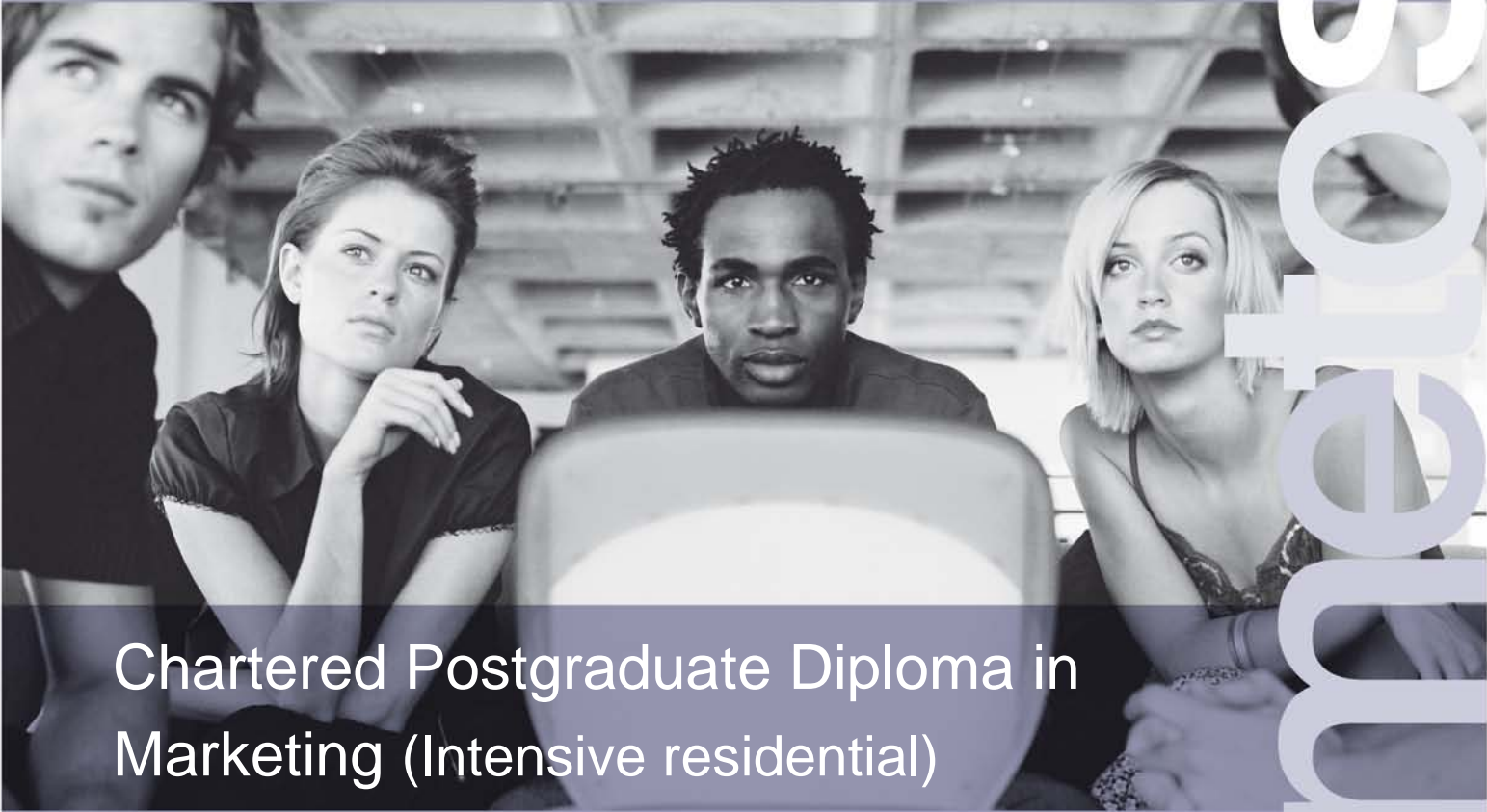


It's time to shine



Chartered Postgraduate Diploma in
Marketing (Intensive residential)

CIM ACADEMY

Course guide

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 CIM, we provide a range of flexible and intensive study options designed to get delegates through their studies quickly and efficiently. Whichever study route you choose, studying with us gives you access to:

- **The highest quality resources and expertise**
- **Exceptional tuition from course directors who are leaders in their field**
- **A highly supportive network from course directors, a dedicated CIM Academy support team and fellow delegates**
- **Excellent pass rates and awards for outstanding achievement**
- **An unrivalled reputation – over 90% of our delegates would recommend us**
- **A pay as you learn option and prices which include CIM membership and assessment fees**



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 group and one2one tutor led sessions
2. **Blended online programmes** – a mix of online learning through interactive tutorials and face to face workshop days in London or Moor Hall
3. **Customised company training** – tailored qualification programmes delivered in-house to a group of employees

“The experience that I had of CIM Academy was great resources, friendly and helpful support staff and most importantly a strong focus on practical learning that I could apply in my role. I would recommend their courses to others”

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.

Stage 1 is a direct yet updated replacement of the old CIM Postgraduate Diploma. Upon completion, delegates gain the Professional Postgraduate Diploma in Marketing. With appropriate experience they may upgrade to Full Member status (MCIM).

Stage 2 is entirely new. This enables all graduates of stage 1 to top up their qualification to 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).

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**



" Having the correct structure and terminology to define the reasons I am doing what I am doing is great. I was no beginner to marketing but doing this qualification has really allowed me to portray the importance of marketing and get my company to consider marketing in a more strategic way"

Course structure and start dates

Stage 1 of the Chartered Postgraduate Diploma in Marketing is an intensive, residential programme that consists of 16 days training over a period of ten months. Delegates will need to attend six residential sessions (of 2 to 3 days each) in sequence. They will also need to read and work on course material. For **Stage 2**, delegates will need to attend four workshops over a period of nine months.

Streams commence in January and August/September. Assessment for Stage 1 is through three work based assignments and one case study based examination. Please see separate course schedules on our website for full details.

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**
- **Networking with other professionals at similar levels in a variety of businesses**
- **Support network of CIM Academy team, Course Directors and fellow delegates**
- **Access to CIMCity, your online personal learning environment**

Supporting you all the way - CIMCity – your online learning environment

CIMCity is the online learning community supporting you throughout your studies with CIM Academy. It provides access to online tutorials and allows you to collaborate with other delegates and course directors. It also offers support and assistance throughout your studies through the CIM Academy learner support team and course directors, who are online to provide assistance for both technical and course related queries, as well as provide encouragement and motivation with your studies.

CIMCity hosts a range of online tools, templates, podcasts and links to relevant reading that you can use in your workplace as well as in your assignments. These are all combined within a structured programme of learning to help you balance the challenge of a demanding work environment with studying for a professional qualification.

The screenshot displays two pages from the CIMCity online learning environment. The top page is titled 'Introduction to Marketing' and 'What to marketing?'. It contains text explaining that marketing has existed as long as people have traded goods, and lists five ways marketing is viewed: an exchange process, a business philosophy, a managerial function, a dynamic operation, and a catalyst for change. Below the text are five small icons representing different aspects of marketing. The bottom page is a quiz titled 'QUIZ - nature & scope of marketing'. It features eight flip cards with definitions of marketing concepts. The cards are arranged in two rows of four. The first row includes: 'The approach that puts the customer at the centre of everything the organisation does.', 'The orientation that suggests that the "perfect" product will suit all consumers.', 'The approach that focuses on building long term relationships rather than single transactions.', and 'A specific customer for a good e.g. a "steak" rather than "beef", for burger.'. The second row includes: 'Marketing activities carried out in a sustainable way for the customer? Benefit is the longer term.', 'A perceived lack of something e.g. food for hunger.', 'The orientation that suggests efficiency of production processes is the key to success.', and 'The process that identifies, anticipates and supplies customer needs efficiently and profitably.'. At the bottom of the quiz page are navigation buttons for 'Previous', 'Contents', 'Glossary', 'Help', 'Quiz', and 'Next'.

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
- 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

- 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 organizations 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.

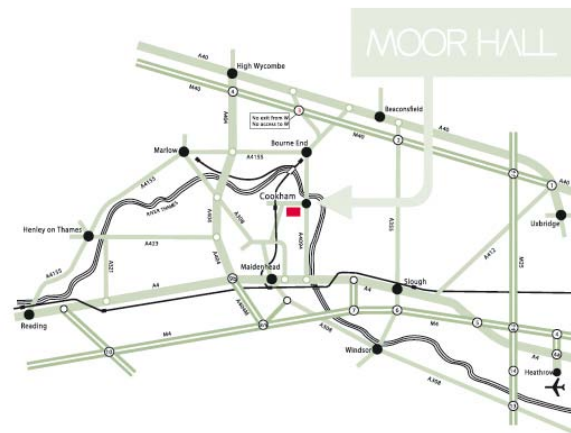
Our training venue



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.



Bookings

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.

Start dates

Streams commence in September and January each year. Please see course schedules on our website or call the CIM Academy team for exact dates.

All-inclusive price

Stage 1 - £7,495 +VAT

Stage 2 - £2,995 +VAT

This includes tuition for the course, 24/7 access to CIMCity, core reading books, study materials and full board accommodation in an en-suite study bedroom at Moor Hall. **Please note:** Unlike other study centres, **it also includes £320 of CIM student membership, £720 CIM assessments.** 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.



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