



The Chartered
Institute of Marketing

ITSMA

Marketing Insight – Business Results

It's time to shine



Professional Diploma in Marketing
for Business Services & Solutions

CIM ACADEMY
Course guide

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About this programme

A need exists within the business to business Services and Solutions industry to formalise the marketing profession. Whilst many marketers in this sector are seeing their roles increasingly focused on the specifics of Services and Solutions marketing, there has been little activity in the development of a recognised business-to-business (B2B) qualification addressing this area.

The Chartered Institute of Marketing (CIM) and ITSMA have recognised this requirement and have worked with representatives of the global IT Services and Solutions industry to develop this programme.

Both bodies understand the importance to both the employee and the employer of setting a formal standard that people can achieve. They have, therefore, come together to invest resources in agreeing what they would like to see from a new qualification, thereby helping to develop a specific course for the industry, by the industry.

In this new programme, the core content from the 4 units of the CIM Professional Diploma in Marketing have been contextualised with material specifically focused on the B2B Services and Solutions industry, making it more relevant and identifiable for participants. Added to this, a new 5th unit focused exclusively on the key principles of Services and Solutions marketing has been developed. This unit is also available as a standalone 'upgrade' course for those individuals who already hold the CIM Professional Diploma in Marketing or can demonstrate the required level of industry experience and knowledge.

Finally, in order to address the global nature of many of the players in this industry, this programme can be delivered using a combination of online learning and face-to-face workshop days. Where required, perhaps due to global location, the face-to-face days can also be delivered via virtual classroom, enabling geographically dispersed members of the team to attend the same course and achieve this recognised standard together.

“I firmly believe that the introduction of this course will benefit the IT industry as a whole and gives us a real opportunity to professionalise B2B marketing.”

FUJITSU

*Philip Oliver, Executive Vice President
Marketing, Fujitsu*



About us

ITSMA

ITSMA specialises in helping companies market and sell Services and Solutions. As a global membership organisation, we provide research, consulting, and training to the world's leading technology, communications, and professional services providers, including BT, Cisco, Fujitsu, Nokia Siemens Networks, TCS and Steria.

ITSMA provides best practice insight, an active leadership community, and hands-on advisory guidance around the unique requirements for marketing technology Services and Solutions to our members around the world.

ITSMA's mission is to raise the bar for Services and Solutions marketing.

CIM

As the world's largest organisation for professional marketers, The Chartered Institute of Marketing (CIM) plays a key role in training, developing and representing the marketing profession and promoting professional standards in marketing education internationally.

The Institute is the global champion of best practice and it exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals around the world.

CIM Academy

As the only study centre wholly owned by The Chartered Institute of Marketing, CIM Academy is based at Moor Hall, the home of CIM. We pride ourselves on providing flexible and intensive study options designed to get students through their studies quickly and efficiently. These include:

1. **Virtual Learning programmes** – study at your own pace from any location, whilst interacting in live tutorials with course directors and fellow delegates
2. **Blended online programmes** – a mix of online learning through interactive tutorials and face to face workshop days
3. **Residential programmes** – intensive, residential sessions of two to three days duration over a number of months
4. **Customised company training** – tailored qualification programmes delivered in-house to a group of employees

“Whilst technology and modern working practices have given us the infrastructure needed to operate efficiently as a globally dispersed marketing team, it still remains imperative that each member of that team is working towards the same professional marketing standards, to ensure the effectiveness of the plans we jointly deliver.”


TATA CONSULTANCY SERVICES

Keith Sharp, Marketing Director, TCS

Overview

The Professional Diploma in Marketing for Business Services and Solutions is for marketers in the B2B environment who are looking to build practical skills in operational marketing management and broaden their strategic perspective in the context of Services and Solutions marketing. The programme has been jointly designed by CIM Academy and ITSMA. It is based upon the Professional Marketing Standards developed by The Chartered Institute of Marketing for the marketing profession, together with unique insight into the requirements for marketing technology Services and Solutions from ITSMA.

With the global nature of business comes the need for a global approach to marketing standards and training, which is why this course has been designed with online delivery and virtual classroom capability. Reducing, and in some cases eliminating the requirement for physical face-to-face days, makes this an attractive course of study for all B2B Services and Solutions Marketers, whatever their location around the globe.

Who is it for?

- Individuals 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 Professional Certificate level
- Experienced business people who want to gain a better understanding of marketing management

What you will learn

Within the context of B2B Services and Solutions marketing, you will learn how to:

- Manage and use marketing research and information, plan activity and measure the results
- Write a marketing plan at the operational level with the 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 promotional mix – from brand to digital – work together
- Effectively manage marketing activities, including project planning and control, and know how marketing integrates with other functions
- Understand and apply the key principles of Services and Solutions marketing including: service offer development; services differentiation; value propositions; customer experience; and brand and reputation

“As an organisation that depends very much upon the talents and attitude of its people, when asked if we would invest in the development of a qualification for the Services and Solutions Marketing industry – the answer was clearly yes!”



David Cotterill, Marketing Director, Steria

Programme Structure

The full programme blends interactive online tutorials with either a set of Virtual Classroom sessions (Virtual delivery) or six face-to-face workshops (Blended online delivery) over a period of twelve months.

Delegates will need to spend between eight to ten hours per week studying online and reading. There is also a case study examination plus four business related assignments which each require 40-50 hours to complete.

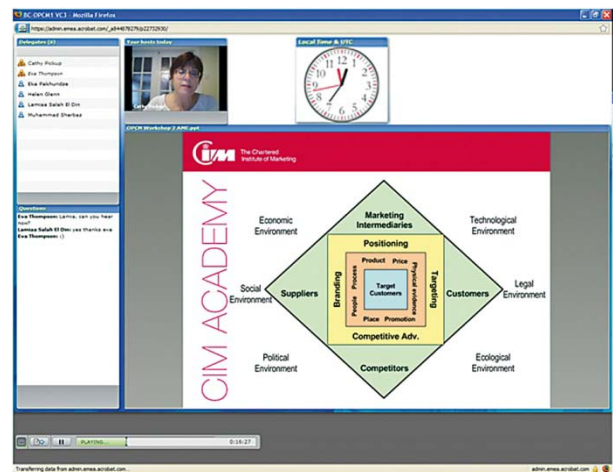
The benefits of studying in this format

- Accessibility – the option of virtual classroom delivery allows easy access to the course from anywhere in the world
- Flexibility – choose when to study and at your own pace
- Interactive, engaging online tutorials
- Face-to-face workshops or virtual classroom delivery reinforce online learning, allowing for interaction and practical application
- Assessment through work related assignments rather than exams
- Support network of CIM Academy team, Course Directors and fellow delegates
- Access to CIMCity, your online personal learning environment
- Networking with other marketing professionals at similar levels in similar businesses

The structure of these modular programmes is unique in our industry, in that the delegates' performance is assessed on an ongoing basis, rather than sitting the 'big exam' at the end of a course of study.

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 questions and providing encouragement. Delegates can access online content, share and discuss ideas with their fellow delegates and course director.



Focused and effective training must be conducted in a relaxed and stress free environment. For this reason we aim to accommodate the requests of those wishing to attend the face-to-face workshop days in person, and where numbers are sufficient, these can be organised in locations to suit you, whether that is London or Los Angeles, Manchester or Mumbai. The CIM Academy Faculty of course directors has the experience and capabilities to deliver this programme using a wide range of delivery methods across the EMEA, LATAM and Asia/Pacific regions.

Course content

1. The Marketing Planning Process

By the end of this unit, delegates should be able to:

- 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 develop effective segmentation, targeting and positioning strategies
- 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

By the end of this unit, delegates should be able to:

- 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

By the end of this unit, delegates should be able to:

- 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

By the end of this unit, delegates should be able to:

- 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.

Course content

5. The Unique Considerations of Marketing Business Services & Solutions

By the end of this unit, delegates should be able to:

- Evaluate the sophistication of an organisation in designing, marketing, selling and delivering business services and solutions and consider the activities required to develop its sophistication to the next level.
- Critically review the status of a company's reputation among its key stakeholders and use corporate branding techniques to create a desired reputation, competitively positioning that company and its portfolio.
- Utilise a range of techniques to create and communicate compelling, differentiated value propositions to customers and prospects.
- Recognise the significance of complex, relationship-based sales processes and the role that marketing can play in developing customer relationships.
- Utilise end-to-end marketing processes applied to key accounts in order to win, grow and defend those accounts and accelerate business results.



Please note: Unit five is available as a standalone course for Services and Solutions Marketers who already hold the CIM Professional Diploma in Marketing or can demonstrate the required level of industry experience and knowledge.

Delivery methods for this standalone course include Virtual (interactive online tutorials with Virtual Classroom sessions); Blended online (interactive online tutorials with one face-to-face-workshop); or a series of 5 face-to-face workshops. Please contact us for further details.

Entry requirements

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 or alternatively a good first degree (or international equivalent) 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.



Technical specifications

In order to fully participate in the virtual learning programme, the minimum hardware and software requirements for your laptop/desktop are as follows:

Windows

- Microsoft® Windows® XP Professional or Home Edition with Service Pack 2, Windows Vista® or higher
- Internet Explorer v7 or later
- Netscape Navigator v7 or later
- Mozilla Firefox v3 or later
- Microsoft Office 2000 or higher (inc Word, Excel, PowerPoint)

Windows hardware requirements

- Intel® Pentium® II 450MHz or faster processor or equivalent (1GHz recommended when screen sharing)
- 128MB of RAM minimum

Macintosh

- Mac OS X v10.4 or later
- Safari 2.0
- Mozilla Firefox 1.5.03

Mac OS hardware requirements

- PowerPC G3 500MHz or faster or Intel Core™ Duo 1.83GHz or faster processor
- 128MB of RAM

Additional requirements

- Adobe® Flash® Player v8 or later
- Javascript enabled v6
- Broadband connection (Minimum bandwidth 56Kbps)
- Cookies enabled in your web browser
- Headset (or separate microphone/webcam and earphones) speakers are not recommended due to echo and feedback

To run a diagnostic test, please go to:

https://admin.acrobat.com/common/help/en/support/meeting_test.htm Alternatively, for further assistance, please call us on: +44 (0)1628 427240.

How to book

Bookings should be made via the CIM Academy team at The Chartered Institute of Marketing, or via ITSMA. Please call us on the contact details below, or visit www.cimacademy.com or www.itsma.com and complete an online enquiry form.

Please send an up to date CV with your enquiry.

All-inclusive price

(Prices exclude VAT which will be charged at the applicable rate.)

Full programme

	ITSMA member	Non-ITSMA member
Virtual Interactive online tutorials with a set of virtual classroom sessions	£3172	£3965

Blended online Interactive online tutorials with six face-to-face workshops	£3700	£4625
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Unit 5 standalone

	ITSMA member	Non-ITSMA member
Virtual Interactive online tutorials with a set of virtual classroom sessions	£675	£845

Blended online Interactive online tutorials with one face-to face workshop	£740	£925
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Face-to-face Five face-to-face workshops	£1425	£1625
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This price includes CIM student membership during your studies, tuition, including workshop days* or Virtual Classroom sessions, assessments, 24/7 access to CIMCity, study materials. And, we take care of the administration for you, leaving you to concentrate on your studies.

*Pricing includes UK based workshop days. Workshop locations outside of the UK may incur an additional charge.



Find out more

CIM Academy

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