

Now in:

- Central London
- Moor Hall, Cookham



Professional Diploma in Marketing  
(Blended online)

CIM ACADEMY  
Course guide

It's time to shine

# 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**
- **A choice of locations in which to attend your workshops – either central London or Moor Hall, the home of CIM**



Our **blended online programme** offers a flexible way of studying this qualification. It provides a mix of online learning through interactive tutorials and face to face workshop days either in central London or at Moor Hall, the home of CIM, over a nine month period.

In addition to this programme, we offer:

1. **Virtual Learning programmes** – interact in live tutorials, group and one2one tutor led sessions without leaving your home or office
2. **Residential programmes** – intensive, residential sessions of two to three days duration over a number of months
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 **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**

*“For career progression, this qualification really opens doors”*

# Course structure and start dates

This course is an intensive programme that blends interactive online tutorials with five face-to-face workshop days over a period of nine 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 three business related assignments which require 40 – 50 hours each to complete.

## Benefits of blended learning

This programme combines a blend of online tutorials and face to face workshop days. The benefits of studying in this format are:

- **Flexibility – you can choose when to study and at your own pace**
- **Interactive, engaging online tutorials**
- **Face to face workshops reinforce online learning, allowing for interaction and practical application**
- **Assessment through a combination of work related assignments and exams**
- **Revision and assignment writing, support and feedback**
- **Access to CIMCity, your online personal learning environment**
- **Support network of CIM Academy team, course directors and fellow delegates**

## Location of workshops and dates

Delegates can attend workshops in one of the following locations:

- **Central London**
- **Moor Hall, Cookham (the home of CIM)**

For more details, please see page 7. Streams commence in March, June, September and December each year. Please see separate course schedules on our website for exact dates.

## 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 the CIM Academy online learning environment. At the top, there is a red header with the CIM logo and the text 'Introduction to Marketing'. Below this, a navigation bar includes 'Previous', 'Contents', 'Glossary', 'Help', 'Quit', and 'Next'. The main content area is titled 'QUIZ - nature & scope of marketing' and contains eight cards with definitions. Below the cards, there is a section titled 'There are several planning FRAMEWORKS for marketing but most follow the same general stages. Click on each button in turn to see an example of a framework in action.' This section features a map of a city with several points marked and four buttons: 'Where are we now?', 'Where are we going?', 'How will we get there?', and 'How are we doing?'. At the bottom of the page, there is a footer with 'Previous', 'Jump to', 'My Log', 'Glossary', 'Help', 'Print', 'Close', and 'Next'.

# 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 venues

## Moor Hall, Cookham

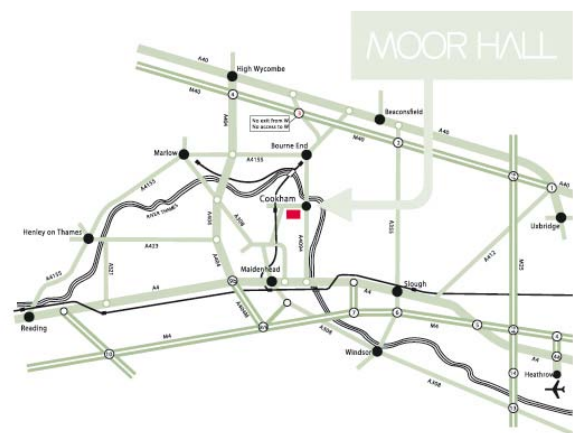


### Easy access

Moor Hall has easy access to Heathrow Airport and national rail services (Maidenhead mainline station); and by road with the M4 and M40 just 10 minutes drive away.

Moor Hall is the headquarters of CIM and CIM Academy. It offers the ideal learning environment for our qualifications. The modern purpose built facilities include meeting rooms, conference theatres in addition to a world class marketing library which delegates have access to, a restaurant and accommodation wings.

Set in nine acres of landscaped gardens, there are plenty of areas to relax and unwind in and out, including a gym, bar, snooker room and coffee lounge. Our philosophy that a comfortable and relaxing environment makes learning more pleasurable and effective: with a 99% satisfaction rate for CIM's courses, it seems our delegates agree.



## Euston House, London

Euston House is the location for our London workshops. As a purpose built training venue, situated just two minutes from Euston mainline and underground stations, and five minutes from Euston Square and Kings Cross, it is easily accessible nationwide, and an ideal location for our London workshops.



# 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 or alternatively a good first degree 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

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

## 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

- 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.adobe.com/common/help/en/support/meeting\\_test.htm](https://admin.adobe.com/common/help/en/support/meeting_test.htm)

# 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](http://www.cimacademy.com) and complete an online enquiry form. Please send an up to date CV with your booking.



## Start dates

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

## All-inclusive price

**£3,700 plus VAT.** This includes tuition for the course, 24/7 access to CIMCity, study materials, core reading books and workshop days in London or at Moor Hall. **Please note:** Unlike other study centres, **it also includes £160 of CIM student membership, £300 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](mailto:cimacademy@cim.co.uk)

Complete an enquiry form at [www.cimacademy.com](http://www.cimacademy.com)