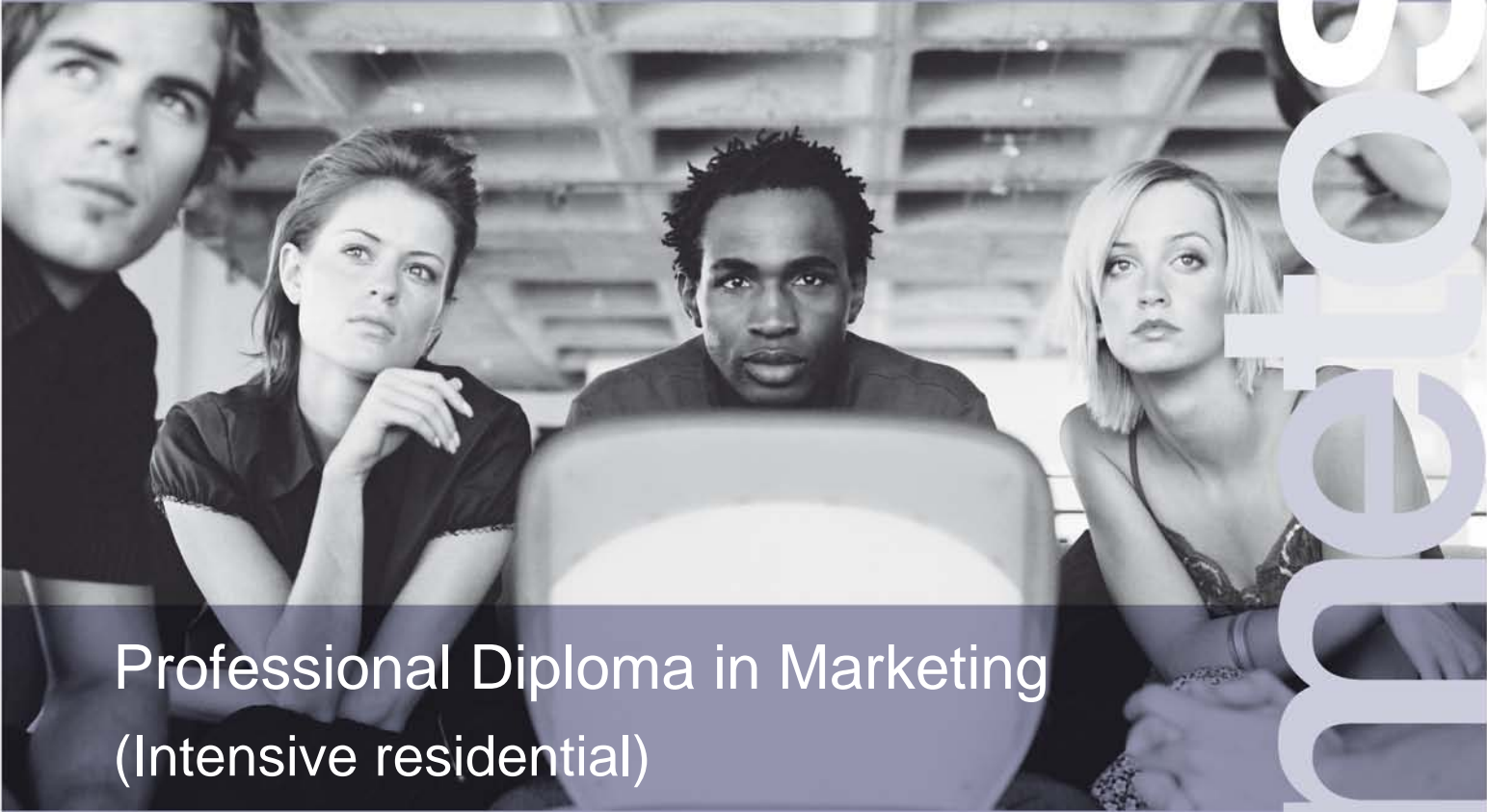


It's time to shine



Professional 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** – interact in live tutorials, group and one2one tutor led sessions without leaving your home or office
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

"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 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. Please see separate course schedules .

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.

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 shows the CIMCity online learning environment. At the top, there is a red banner with the CIM logo and the text 'Introduction to Marketing' and '14 of 15'. Below this is a quiz titled 'QUIZ - The nature and scope of marketing' with eight questions in a grid. The questions are: '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.', 'A specific outlier for a word e.g. a "steak" rather than "beef" for burger.', 'Marketing activities carried out in a sustainable way for the customer's benefit in 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.' Below the quiz is a section titled 'The Role of the Marketing Plan and the Planning Process in Context' with a sub-heading 'Analysis, planning, implementation and control'. It states 'There are several planning frameworks for marketing but must follow the same general stages. Click on each button in turn to see an example of a framework in action.' Below this is a map and four buttons: 'Where are we now?', 'Where are we going?', 'How will we get there?', and 'How are we doing?'. At the bottom, there is a navigation bar with 'Previous', 'Jump to', 'My Loc', '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.

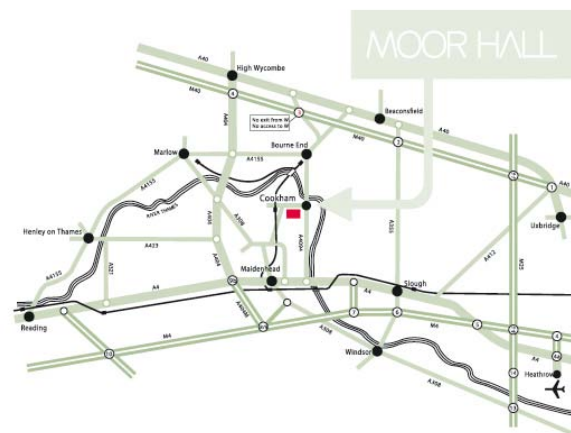
Our training venue



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 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

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 March and September each year. Please see the separate course schedules on our website for exact dates or call the CIM Academy team.

All-inclusive price

£6,495 plus VAT. This includes tuition for the course, 24/7 access to CIMCity, study materials, core reading books and full board accommodation in en suite single study bedrooms at our Moor Hall training complex.

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

Complete an enquiry form at www.cimacademy.com