





Transition Arrangements for the Professional Diploma in Marketing effective from June 2009

Professional Diploma in Marketing (Level 6) (2003 Syllabus)		Professional Diploma in Marketing (Level 6) (2009 Syllabus)
Marketing Planning (15 credits)		Marketing Planning Process (15 credits)
Marketing Communications (15 credits)		Delivering Customer Value through Marketing (15 credits)
Marketing Research & Information (15 credits)		Project Management for Marketing (15 credits)
Marketing Management in Practice (15 credits)		Managing Marketing (15 credits)

By way of explanation, if students have started the Professional Diploma in Marketing on the 2003 syllabus but not completed all four modules on this syllabus, they should follow the 'Mix and Match' rules that enable modules to be substituted for each other as follows:

- Marketing Planning with Marketing Planning Process
- Marketing Communications with Delivering Customer Value through Marketing
- Marketing Research & Information with Project Management for Marketing
- Marketing Management in Practice with Managing Marketing

Which qualification people will be awarded depends on how many credits they have gained from each syllabus. Students will be awarded the qualification where they have gained the majority of their credits. If students have two units (30 credits) from each syllabus, the award will be determined by the final unit (shown in bold italics). If students have both these units, they will be awarded the Professional Diploma in Marketing (2009 syllabus).

Transition Period

Examinations and assignment/project briefs for the current **Professional Diploma in Marketing** (2003 syllabus) will be available for two exam sittings during a period of transition, namely December 2009 and June 2010. Thereafter, only assessments for the new syllabi (2009) will be available.

Transition Arrangements for the Professional Postgraduate Diploma in Marketing effective from June 2009

Professional Postgraduate Diploma in Marketing, Level 7, (2004 Syllabus) is made up of the following modules:	The new Professional Postgraduate Diploma in Marketing, Level 7, (2009 Syllabus) is made up of the following units:
Paper 61: Analysis & Evaluation (15 credits) Paper 62: Strategic Marketing Decisions (15 credits) Paper 63: Managing Marketing Performance (15 credits) Paper 64: Strategic Marketing in Practice (15 credits)	Paper 560: Emerging Themes (10 credits) Paper 561: Analysis and Decision (20 credits) Paper 562: Market Leadership & Planning (20 credits) Paper 563: Managing Corporate Reputation (10 credits)

As units of the new syllabus are worth a different number of credits than those of the old, if students have started the Professional Postgraduate Diploma on the 2004 syllabus but not completed all four modules on this syllabus, they should complete their qualification by applying one of the following rules:

- Students who have passed any **one** of the first three modules (papers 61, 62 or 63) **AND** Strategic Marketing in Practice (paper 64), will be exempted from Paper 561: Analysis & Decision on the 2009 syllabus
- Students who have passed **two** of the first three modules (papers 61, 62, or 63) will be exempted from Paper 562: Market Leadership and Planning on the 2009 syllabus
- Students who have passed **three** modules from the 2004 syllabus (three of the four following papers 61, 62, 63 or 64), will be exempt from both paper 561: Analysis and Decision, and paper 562: Market Leadership and Planning, from the 2009 syllabus.

The reason that students need to complete two modules from the 2004 syllabus to achieve one unit on the 2009 syllabus is because of the different number of credits that the units are worth. The various combinations of units from the two syllabi are detailed below:

Modules passed from 2004 syllabus	<i>Exemptions – units that do not have to be taken</i>	Units still to be taken from the 2009 syllabus to complete the Professional Postgraduate Diploma in Marketing
Analysis & Evaluation <i>and</i> Strategic Marketing in Practice	<i>Analysis & Decision</i>	Emerging Themes <i>and</i> Market Leadership & Planning <i>and</i> Managing Corporate Reputation
Strategic Marketing Decisions <i>and</i> Strategic Marketing in Practice	<i>Analysis & Decision</i>	Emerging Themes <i>and</i> Market Leadership & Planning <i>and</i> Managing Corporate Reputation
Managing Marketing Performance <i>and</i> Strategic Marketing in Practice	<i>Analysis & Decision</i>	Emerging Themes Market Leadership & Planning <i>and</i> Managing Corporate Reputation
Analysis & Evaluation <i>and</i> Strategic Marketing Decisions	<i>Market Leadership & Planning</i>	Emerging Themes <i>and</i> Analysis & Decision <i>and</i> Managing Corporate Reputation
Analysis & Evaluation <i>and</i> Managing Marketing Performance	<i>Market Leadership & Planning</i>	Emerging Themes <i>and</i> Analysis & Decision <i>and</i> Managing Corporate Reputation
Strategic Marketing Decisions <i>and</i> Managing Marketing Performance	<i>Market Leadership & Planning</i>	Emerging Themes <i>and</i> Analysis & Decision <i>and</i> Managing Corporate Reputation
Analysis & Evaluation <i>and</i> Strategic Marketing Decisions <i>and</i> Managing Marketing Performance	<i>Analysis & Decision and Market Leadership & Planning</i>	Emerging Themes <i>and</i> Managing Corporate Reputation
Analysis & Evaluation <i>and</i> Strategic Marketing Decisions <i>and</i> Strategic Marketing in Practice	<i>Analysis & Decision and Market Leadership & Planning</i>	Emerging Themes <i>and</i> Managing Corporate Reputation
Strategic Marketing Decisions <i>and</i> Managing Marketing Performance <i>and</i> Strategic Marketing in Practice	<i>Analysis & Decision and Market Leadership & Planning</i>	Emerging Themes <i>and</i> Managing Corporate Reputation
Analysis & Evaluation <i>and</i> Strategic Marketing in Practice <i>and</i> Managing Marketing Performance	<i>Analysis & Decision and Market Leadership & Planning</i>	Emerging Themes <i>and</i> Managing Corporate Reputation

If students have a combination of modules from 2004 syllabus and the 2009 syllabus, the **Professional Postgraduate Diploma in Marketing** qualification they will be awarded, ie, 2004 syllabus or 2009 syllabus, will be dependent on how many credits they have gained from each syllabus. Students will be awarded the qualification where they have gained the majority of their credits. If students have an equal number of credits from each syllabus, the award will be determined by the module assessed by case study examination (shown in bold italics).

Transition Period

Examinations and assignment/project briefs for the current **Professional Postgraduate Diploma in Marketing** (syllabus 2004) will be available for two further exam sessions after the new qualification goes live, namely December 2009 and June 2010.

Thereafter, only assessments for the new syllabi (2009) in relation to this qualification will be available.

Chartered Postgraduate Diploma in Marketing

CIM has designed an additional new qualification at level 7, which may be used as a route to Chartered Marketer for those with sufficient marketing experience.

If students want to complete the **Chartered Postgraduate Diploma in Marketing** they must first achieve the Professional Postgraduate Diploma in Marketing, either syllabus 2004 or 2009 **AND** then pass Paper 564, the Work-based Project, which is a 60 credit Unit at level 7.

CIM Membership Status

Students that complete the Professional Postgraduate Diploma in Marketing are eligible for DipM and, with appropriate experience, Member status (MCIM).

Chartered Marketer status

Those undertaking the Chartered Postgraduate Diploma would probably be eligible to upgrade their member status to Chartered Marketer provided the relevant experience has been gained. Undertaking **either** qualification will provide the student with CPD hours. To achieve Chartered status students need to register on the Chartered CPD Programme and logged two consecutive years of Continuing Professional Development (CPD).

CPD points can be gained from marketing experience and from updating knowledge in a variety of ways including studying for CIM qualifications. Students should register on the CPD programme so that a record of their achievements can be made and appropriate status awarded when sufficient experience and CPD points have been gained.