

It's time to shine



Professional Diploma  
in Marketing (Virtual Learning)

CIM ACADEMY  
Course guide

# About CIM Academy

A qualification from The Chartered Institute of Marketing can arm you with tools and techniques to be a truly 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 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**

\*Requires access to a computer with broadband.



Our **virtual learning option** provides maximum flexibility and convenience. You can study at your own pace from any location\*, whilst interacting in live tutorials with course directors and fellow delegates. In addition to this programme, we offer:

1. **Blended Online programmes – a mix of online learning through interactive tutorials and face-to-face workshop days in London or at Moor Hall**
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

This 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

- **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 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 utilise 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 programme, unique to CIM Academy, combines live interactive tutorials, group and one2one tutor-led sessions over a period of ten months. Study from any location\* yet still benefit from the interaction and support gained in a traditional 'classroom experience'.

Delegates will need to spend between eight to ten hours per week studying online and reading. There is one examination of 3 hours and three business related assignments which require 40 – 50 hours each to complete.

Streams commence in February and October each year. Please see course schedules on our website for full details.

## The benefits of virtual learning

This new virtual learning study option has been designed to provide maximum accessibility and flexibility, with a high level of support and interaction:

- **Benefit from live tutorials, group and one2one tutor-led sessions from any location\***
- **Eliminate the time and cost of travel – all coursework can be completed remotely**
- **Access a wide range of resources, from podcasts to online tools and discussions through CIM City - your personal online learning environment**
- **Opportunity to go back and review tutorials to consolidate learning**
- **Tap into the highest quality support network of course directors and the CIM Academy team, as well as fellow delegates**
- **The chance to network online with like-minded individuals**

\*Requires access to a computer with broadband.

## 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.



# 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.

# 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, a degree in business or marketing, 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

### 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](https://admin.acrobat.com/common/help/en/support/meeting_test.htm)

Alternatively, for further assistance, please call us on: +44 (0)1628 427240.

## 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.

# 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 February, May and October each year. Please see course schedules on our website or call the CIM Academy team for exact dates.

## All-inclusive price

£2,250 plus VAT. This includes tuition for the course, 24/7 access to CIMCity and study materials. 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. **Please note:** You will be required to read around the subject from books recommended by CIM. These are not included in the price of your course.

## Pay as you learn

We appreciate the pressure 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 further information.



## Be Brilliant

To find out more about CIM Academy qualifications  
Contact: **CIM Academy, The Chartered Institute of Marketing, Moor Hall,  
Cookham, Maidenhead, Berkshire SL6 9QH, UK**  
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)