

**CHARTERED INSTITUTE OF MARKETING
CHARTERED POST-GRADUATE DIPLOMA IN MARKETING
DISTANCE LEARNING COURSE**

Who is it for?

The Chartered Institute of Marketing Chartered Post-Graduate Diploma in Marketing is aimed at marketers who have already gained a significant level of knowledge and/or experience of marketing. The focus is on the strategic aspects of marketing management and is ideal for Marketers working at a strategic level or aspiring to do so.

Overview

This qualification aims to enable marketers to champion the customer experience and exert a strong influence on the organisation to adopt a customer orientation, contributing along with other directors and senior managers to its competitive strategy, aligning the organisation's activities to the customer whilst strategically managing all the organisation's marketing activities.

The benefits of the Chartered Post-Graduate Diploma in Marketing

There are many benefits to this qualification, including:

- ✎ Making the transition into strategic marketing management
- ✎ Working more cross-functionally at a senior management level
- ✎ Making a significant contribution towards the organisation's corporate and business strategy
- ✎ Contributing to board decisions
- ✎ Demonstrating a high level of leadership and influence

Qualification Units

There are four units for the qualification:

- ✎ Unit 1 – Emerging Themes. This unit requires critical evaluation of a range of key emerging macro-environmental themes and their significance for a specific sector or industry, with strategic marketing responses to the key emerging themes reflecting contemporary marketing practice.
- ✎ Unit 2 – Analysis and Decision. Undertaking a strategic marketing audit to assess an organisation's strategic capabilities and critically evaluating a range of strategic marketing options are covered in this unit which also considers financial and other measurement tools to along with risk assessment tools to critically assess decisions and their impact upon an organisation.
- ✎ Unit 3 –Marketing Leadership and Planning. This unit considers Utilisation of a synergistic planning processes to develop strategic plans, ensuring they are within the resource capabilities of an organisation whilst determining the most appropriate organisational structures to develop sustainable competitive advantage.
- ✎ Unit 4 – Managing Corporate Reputation. Through critical evaluation of the way organisations develop their identities and use these to form images and assign reputational status this unit analyses the elements that contribute to the identity an organisation projects to its stakeholders whilst evaluating linkages between how an organisation wants to be seen and how it is seen - corporate communications

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Duration:

We recommend approximately 18 months for completing this level of CIM study, with the modules taken in the following order:

- 1) Emerging Themes
- 2) Analysis and Decision
- 3) Marketing Leadership and Planning
- 4) Managing Corporate Reputation

Support provided:

- ✎ Online tuition through audio presentations covering all syllabus areas
- ✎ Full email and telephone support provided for all students
- ✎ For the assignment options full guidance is given throughout the preparation of the assignment.
- ✎ Students are expected to complete a series of tasks for the all modules to demonstrate understanding of the full syllabus, feedback will be given for all tasks completed. These are provided as part of the materials provided and are related to the various syllabus elements studied.
- ✎ The Analysis and Decision module receives full support in the preparation of the students own analysis of the case study on which the exam will be based.

Materials Provided:

- ✎ Self-study materials including audio narrated PowerPoint presentations available online
- ✎ CIM recommended course book for each module
- ✎ Comprehensive course support resources for each subject

Cost:

- ✎ £2400 for complete course. Individual unit prices on request.
- ✎ Additional fees payable to CIM for membership and assessments

Assessment methods:

- ✎ Emerging Themes – 3500 word work based assignment, briefing note format
- ✎ Analysis and Decision – Case study based 3 hour exam, pre-seen case study
- ✎ Marketing Leadership and Planning – 8000 word work based assignment
- ✎ Managing Corporate reputation – 6000 word work based assignment

Support Tutors:

All tutors at SPA Professional Academy are full members of the Chartered Institute of Marketing and are Chartered Marketers with extensive experience in delivery of the qualifications, combined with professional experience gained in a variety of industries and organisations.

Enrolment and Payment:

To discuss payment and enrolment for the course please contact us - we offer flexible options to suit individual students so please chat to us and find out what would suit you best.

Full terms and conditions available on request