

**CHARTERED INSTITUTE OF MARKETING**  
**CHARTERED POST-GRADUATE DIPLOMA IN MARKETING**  
**WEEKEND STUDY 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

Broad Lane Business Centre, Westfield Lane, South Elmsall, Pontefract, West Yorkshire, WF9 2JX

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## **CHARTERED POST-GRADUATE DIPLOMA IN MARKETING - WEEKEND STUDY COURSE**

### **Duration:**

18 month duration

- ✎ September ⇨ December – Emerging Themes
- ✎ December ⇨ June – Analysis and Decision
- ✎ June ⇨ November – Marketing Leadership and Planning
- ✎ November ⇨ March – Managing Corporate Reputation

### **Delivery format:**

- ✎ Input workshops and masterclasses
- ✎ Assignment support workshops and tutorials
- ✎ Case study analysis workshops (Analysis and Decision)

### **Dates:**

- ✎ Workshops take place on Saturdays, approximately every other week, 20 days total during 18 months.

### **Materials Provided:**

- ✎ Comprehensive course support resources for each subject
- ✎ CIM Coursebook for each module
- ✎ Audio Podcast of workshops available after each day
- ✎ Self study materials

### **Support:**

- ✎ Full email and telephone support provided for all students during the course for assignment and case study preparation

### **Venue:**

- ✎ Clayton Hotel (formerly Bewleys), City Walk, Sweet Street, Leeds, LS11 9AT
- ✎ Tea & coffee and a light lunch are provided.

### **Cost:**

- ✎ £2600 for complete course. Individual unit prices on request
- ✎ Additional fees payable to CIM for membership and assessments

### **Assessment methods:**

- ✎ Emerging Themes – 3000 word work based assignment, publication article 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

### **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

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