

**CHARTERED INSTITUTE OF MARKETING
DIPLOMA IN PROFESSIONAL MARKETING
WEEKEND STUDY COURSE**

Who is it for?

The new Chartered Institute of Marketing Diploma in Professional Marketing is aimed at the professional marketer working in an operational, supervisory or management role who wishes to develop their knowledge and skills across a range of areas to succeed and progress their career in marketing.

Overview

This course will provide the practicing marketer with:

- ✦ Relevant, contemporary marketing content to equip them for the current global landscape
- ✦ Knowledge, skills and understanding to be able to perform at an management level and to carry out an essential and successful professional marketing role in the workplace

The benefits of the Diploma in Professional Marketing

There are many benefits to this qualification, including:

- ✦ Gaining this qualification will begin to open doors that before seemed impossible.
- ✦ Take your next steps on the pathway to even more success in your marketing career.
- ✦ Add value to your job by understanding marketing tools.
- ✦ Maximise on your professional development: study while working.

Qualification Modules

The Level 6 Diploma in Professional Marketing consists of two mandatory and two elective modules, the whole qualification is awarded with the two mandatory modules and one elective. Each module is an individual Level 6 Award in Professional Marketing.

Modules are:

Mandatory modules

Strategic Marketing

- ✦ Current and future external and internal environments
- ✦ Information to recommend and inform strategic decision making
- ✦ Strategic marketing plans to realise organisational objectives
- ✦ Resources to deliver the plan
- ✦ Continuous improvement

Mastering Metrics

- ✦ Role of marketing metrics
- ✦ Significance of measurement techniques
- ✦ Relevant measures of marketing performance
- ✦ Marketing metrics to establish the effectiveness of marketing activities
- ✦ Sources of data for marketing analysis
- ✦ Analytics tools and techniques

Elective modules

Driving Innovation

- ✦ Relationship between marketing and entrepreneurship
- ✦ Entrepreneurial responses to change
- ✦ Key innovation factors
- ✦ Principles of innovation for marketing
- ✦ Role of internal marketing
- ✦ Marketing-led organisational change

Digital Strategy

- ✦ The disruptive digital environment
- ✦ Key emerging digital marketing themes
- ✦ Strategic recommendations to acquire, convert and retain customers
- ✦ Agile response to changing customer behaviours
- ✦ Manage and optimise key channels and content
- ✦ Key digital measures

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DIPLOMA IN PROFESSIONAL MARKETING WEEKEND STUDY COURSE

Duration

10 month programme:

- September ⇒ December – Strategic Marketing
- January ⇒ March – Mastering Metrics
- March ⇒ June – Driving Innovation / Digital Strategy

Delivery format

Four one day workshops per module

Exam preparation workshop for Strategic Marketing – one day

Each day being between 6 and 7 hours

Individual tutorials for Mastering Metrics, Driving Innovation and Digital Strategy modules

Assessment Methods

Each module has a separate assessment method:

- 📖 Strategic Marketing – extended answer test based on pre-prepared materials
- 📖 Mastering Metrics and Driving Innovation – work based assignment
- 📖 Digital Strategy – portfolio of evidence

Dates

Workshops take place at weekends, approximately one weekend every three weeks.

Materials Provided

- 📖 Course resource manual
- 📖 Case study materials and questions for self-study analysis

Support

- 📖 Full online and telephone support provided for all students during the course for exam, assignment and portfolio preparation

Venue

- 📖 Clayton Hotel (formerly Bewleys), City Walk, Sweet Street, Leeds, LS11 9AT. Convenient to City Centre, good parking and public transport links.

Cost

- 📖 £1800 for complete course (three modules) fully inclusive, £650 per individual module.
- 📖 Additional fees payable to CIM for membership and assessments

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

Prices exclude VAT

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