

CHARTERED INSTITUTE OF MARKETING DIPLOMA IN PROFESSIONAL MARKETING WEEKEND STUDY COURSE - CREWE

Who is it for?

The 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 three 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

Marketing and Digital Strategy

- ✎ 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

Innovation in Marketing

- ✎ Impact of innovation and disruption on organisation growth
- ✎ Factors facilitating innovation
- ✎ Apply innovation principles in marketing
- ✎ Develop business case for marketing innovation
- ✎ Plan for implementing innovative marketing
- ✎ Plan for communication of innovation

Elective modules

Resource Management

- ✎ Develop and manage marketing teams
- ✎ Improve marketing performance through people
- ✎ Effectiveness of current resources
- ✎ Improve marketing performance
- ✎ Manage a marketing budget
- ✎ Manage financial performance of marketing

Managing Brands

- ✎ Brand definition and positioning for value
- ✎ Elements of brand strategy
- ✎ Brand identity and success
- ✎ Brand plans to deliver brand strategy
- ✎ Manage resources to deliver brand plans
- ✎ Brand metrics for continuous improvement

The Digital Customer Experience

- ✎ Strategic options for channel selection
- ✎ Insights into digital customers
- ✎ Digital channel management
- ✎ Legal compliance in digital campaigns
- ✎ The digital customer journey
- ✎ Improving the digital user experience

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Duration

10 month programme:

- September ⇨ December – Marketing and Digital Strategy
- January ⇨ March – Innovation in Marketing
- March ⇨ June – Resource Management / Managing Brands / The Digital Customer Experience

Delivery format

Four one day workshops per module
Each day being between 6 and 7 hours
Assignment support through individual tutorials available for all modules

Assessment Methods

All modules share a common assessment method:

- 📁 An assignment based on a scenario and an organisation of choice

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

- 📁 Ibis Styles, Emperor Way, Crewe, CW1 6BD.
Convenient to Town Centre, good parking and public transport links.

Cost

- 📁 £1950 for complete course (three modules) fully inclusive, £700 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

