

**CHARTERED INSTITUTE OF MARKETING  
DIPLOMA IN PROFESSIONAL MARKETING/DIGITAL MARKETING**

**Who is it for?**

The Chartered Institute of Marketing Diploma qualification 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 and digital marketing content to equip them for the current global landscape
- ✎ Knowledge, skills and understanding to be able to perform at a management level and to carry out an essential and successful professional marketing role in the workplace

**The benefits of the CIM Diploma**

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**

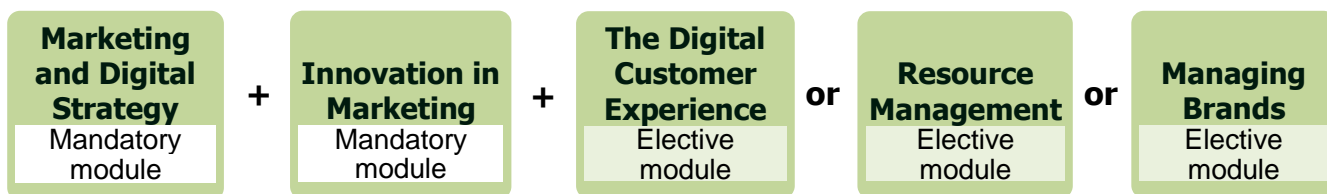
The Level 6 Diploma has two alternative pathways

- the Diploma in Professional Marketing consists of two mandatory and three elective modules from which one is chosen
- the Diploma in Professional Digital Marketing which has three mandatory modules

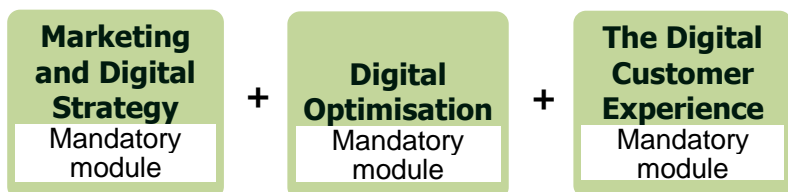
Each module is an individual Level 6 Award in Professional Marketing.

Qualification structure is:

**Diploma in Professional Marketing:**



**Diploma in Professional Digital Marketing:**



## DIPLOMA IN PROFESSIONAL MARKETING/DIGITAL MARKETING

### Course delivery methods

#### Weekend study workshops (Leeds and Crewe):

- ✎ Four one day workshops per module
- ✎ Workshops take place at weekends, one day every two/three weeks, usually Saturday.
- ✎ Each workshop day being between 6 and 7 hours

#### Evening study workshops (Sheffield/Live stream):

- ✎ Eight evening workshops per module
- ✎ Each workshop approximately 2½ hours

#### Distance learning:

- ✎ Online video tuition – study at your own pace with wherever you are.

#### Venues

- ✎ **Leeds** - Clayton Hotel, City Walk, Sweet Street, Leeds, LS11 9AT.
  - ✎ **Crewe** - Ibis Styles, Emperor Way, Crewe, CW1 6BD.
  - ✎ **Sheffield** - The Quadrant, 99 Parkway Avenue, Sheffield, S9 4WG
- All venues are convenient to Town Centre, good parking and public transport links.

### Duration

#### Face to face/Live stream workshops:

- ✎ 10 month programme:
  - September ⇨ December – Marketing and Digital Strategy
  - January ⇨ March – Innovation in Marketing / Digital Optimisation
  - March ⇨ June – Resource Management / Managing Brands / The Digital Customer Experience

#### Distance learning:

- ✎ The qualification takes approximately one year to complete, although we provide flexibility to meet the needs of the individual

### Support and Materials Provided

- ✎ Full online and telephone support provided for all students during the course for assignment preparation, individual tutorials for assignment preparation.
- ✎ Course resource manual
- ✎ Online materials to support workshops

### Assessment Methods

- ✎ Assessed by employer driven, practitioner based assignments, relevant and appropriate for organisation needs
- ✎ Based on an organisation of choice, with four theme options

### Cost

- ✎ Workshops - £1950 complete course, £700 per module
  - ✎ Live Stream - £1800 complete course, £625 per module
  - ✎ Distance learning - £1550 complete, £525 per module
- All prices exclude VAT
- ✎ 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

## DIPLOMA IN PROFESSIONAL MARKETING/DIGITAL MARKETING

### Level 6 Diploma 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

#### Digital Optimisation

- ▣ The changing digital environment
- ▣ Insights from the digital environment
- ▣ Responding to changing customer needs and behaviours
- ▣ Conversion optimisation plans
- ▣ Digital metrics and analytics
- ▣ Key digital measures for optimisation

#### 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

