

**CIM POSTGRADUATE DIPLOMA
AND
CHARTERED POSTGRADUATE DIPLOMA**

SYLLABUS 2009 - 2010 OVERVIEW

Introduction

The new CIM Postgraduate Diploma and Chartered Postgraduate Diploma in Marketing are Level 7 qualifications, as defined by the QCA (Qualifications Curriculum Authority). Masters Degrees are Level 7 and this level requires students to:

- Consistently apply knowledge in specific area and demonstrate wider intellectual skills
- Deal with complex issues both systematically and creatively, make sound judgments in the absence of complex data
- Be adaptable, show originality, insight and critical and reflective abilities which can be brought to bear upon problem situations
- Make decisions in complex and unpredictable situations
- Evaluate and integrate theory in a wide range of situations

The CIM PG Diploma comprises the first stage of the Chartered Postgraduate Diploma.

Stage 1 comprises 4 units:

- Emerging Themes (10 credits)
- Analysis and Decision (20 credits)
- Marketing Leadership and Planning (20 credits)
- Managing Corporate Reputation (10 credits)

Upon successful completion of Stage 1, a student will be awarded the CIM Postgraduate Diploma in Marketing and DipM status and is eligible to go onto Stage 2, The Chartered Postgraduate Diploma:

Stage 2 comprises 1 unit:

- Leading Marketing (60 units) – A project

Upon successful completion of Stage 2, a student will be awarded the CIM Chartered Postgraduate Diploma in Marketing

Is the CIM Postgraduate Diploma the right level for you?

Eligibility for the CIM PGDip (2009 syllabus) Stage 1

As a minimum, the following qualifications and experience are recommended as a prerequisite for entry:

CIM Professional Diploma in Marketing (either the 2003 syllabus or the 2009 syllabus) or the CIM Advanced Certificate in Marketing

OR

A business or marketing Bachelors or Masters degree (or an equivalent qualification) where a minimum of half of the credits come from marketing (i.e., 180 credits in Bachelor degrees and 90 credits in Masters degrees)

AND

A range of experience working at Senior Marketing Management level that has provided potential students with ability to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and is sufficient to pass the Entry Test to Level 7 Stage 2

To be eligible for CIM PGDip (2009 syllabus) Stage 2

As a minimum, the following qualifications and experience are recommended as a prerequisite for entry:

CIM Professional Postgraduate Diploma in Marketing

AND

A range of experience in a senior marketing management role that has provided potential students with ability to evidence competence in managing marketing resources and contributing to business decisions from a marketing perspective and would be eligible for MCIM status. They should be able to evidence that they have met the Learning Outcomes of the Professional Postgraduate Diploma if required to do so

ADDITIONALLY

Students should be in a position (preferably working) to plan, agree and implement a work-based project that is relevant to their business context

Read on for fuller details of each module

STAGE 1 (60 Credits)

This stage gives students the academic underpinning of postgraduate study. In brief, the units cover the following:

Unit 1: Emerging Themes (10 credits)

Overview:

This unit should challenge students conceptual thinking and encourage them to consider how businesses need to respond to emerging themes from a marketing perspective. As well as establishing academic robustness from the onset, the unit will give students an insight into the latest issues that are impacting upon marketing in both today's and tomorrow's dynamic and changeable business environment.

Syllabus:

1. Macro and meso emerging themes (weighting 50%)
2. Meso and micro emerging themes (weighting 50%)

Assessment:

This assessment will be the writing of a journal article in the context of either micro, meso or macro themes arising from the 'emerging, contemporary issues, which will be annually updated.

Candidates will also prepare a discussion paper on chosen themes within the context of the micro, meso or macro environment and discuss the impact on their business and industry in the future.

Unit 2: Analysis & Decision (20 credits)

Overview:

This unit prepares students to undertake a strategic audit of the organisation in order to assess its ability to deliver its business and marketing strategy, and to make strategic choices and decisions based on that audit within the context of a dynamic global market place. The unit focuses on the tools for strategic decision making of this type, including financial and risk analysis for each decision.

Syllabus:

All parts in this unit are of equal weighting

- 1 The strategic audit
- 2 Strategic options
- 3 Making strategic marketing decisions

Assessment:

This assessment is a pre-seen case study examination. The case study is comprehensive (in the region of 30 pages in length), allowing candidates to undertake a detailed analysis of the case material in advance of the examination. Marks will be awarded for how the candidate uses the analysis in the examination, not for the analysis itself. The case study paper will comprise three examination questions.

Unit 3: Marketing Leadership & Planning (20 credits)

Overview:

The purpose of this unit is to develop the skills to evaluate options, make strategic decisions and develop strategic plans based on a clear understanding of the organisation's need for change and how best to manage it, providing clear and strong leadership. This unit views the organisation from a strategic perspective, and through strong leadership represent marketing at senior/board level.

Syllabus:

All parts of this unit are of equal weighting

- 1 Delivering marketing strategies
- 2 Strategic marketing planning
- 3 Market-led strategic change

Assessment:

This assessment is an integrative work-based project, which will include a range of 'strategic organisational' challenges in a workplace setting and will require candidates to demonstrate strong and relevant leadership in their resolution. The scenario and problem-based tasks will vary for each assessment and therefore weighting of tasks will also vary. All tasks will be mandatory.

Unit 4: Managing Corporate Reputation (10 credits)

Overview:

This unit sees the return of marketing communications to the postgraduate diploma in marketing, but this time looking closely at the strategic role of marketing communications in managing the organisation's reputation, including the corporate brand and corporate positioning. This unit has a significant amount of new content, which moves CIM forward in its coverage of marketing communications, making it more dynamic, relevant and leading edge. The unit looks at the nature and characteristics of reputational management, and at

managing the dimensions of an organisation's reputation. In the third part, it examines closely the methods of developing effective corporate communications.

Syllabus:

- 1 Understanding the nature and characteristics of reputational management (weighting 25%)
- 2 Managing the dimensions of an organisation's reputation (weighting 25%)
- 3 Developing effective corporate communications (weighting 50%)

Assessment:

This is a work-related assignment comprising:

- a. Compulsory core task (weighting 60%)
- b. One Elective chosen from three options (weighting 40%)

The tasks will examine different aspects of corporate reputation in the context of a student's own organisation, or one they know well. It will include a range of assessment approaches including the writing of articles, case studies, white papers and reports utilising a range of new and innovative technologies.

ON SUCCESSFUL COMPLETION OF STAGE 1 STUDENTS WILL BE AWARDED THE CIM PROFESSIONAL POSTGRADUATE DIPLOMA IN MARKETING

STAGE 2 LEADING MARKETING (60 Credits)

The Purpose of Stage 2

The purpose of Stage 2 is to take the student onto the next stage of professional development and a programme of learning that develops them from a behavioural perspective.

Assessment Strategy for Leading Marketing, Stage 2

To achieve this award candidates are required to complete a work-based project, designed to develop the professional skills and competencies required to successfully implement research and business projects. Part of the process will be to evaluate the role of these skills in the project and the extent of achievement of the intended outcomes. It will also enable candidates to evaluate their own behavioural changes in order to develop their skills for interaction at a higher level, ie at a strategic and board level.

The assessment comprises three phases:

Phase 1 – Defining the Project, which will comprise of a project proposal, literature review and some self evaluation of their skills to carry out such a project. This will involve an initial analysis of the individual, their role in the project, and current status of professionalism and behaviours

Phase 2 – Project Implementation and Assessment. For a work-based project, students will be expected to design, implement and assess a strategic business project.

Phase 3 – Self-review and Future

Professional Development Plan – candidates are required to undertake a thorough performance review of their involvement with the project – the way they managed it and completed it. The aim is for the student not just to demonstrate academic achievement but also behavioural improvement throughout the project management process, leading to a professional development plan.

Although each of the three phases will be marked (the first two phases in partnership with the delivery centres), only one grade will be awarded on completion of the work-based project.

UPON SUCCESSFUL COMPLETION OF STAGES 1 AND 2 THE STUDENT WILL BE AWARDED THE CIM CHARTERED POSTGRADUATE DIPLOMA IN MARKETING