

CIM PROFESSIONAL DIPLOMA SYLLABUS 2009 OVERVIEW

Introduction

The new CIM Professional Diploma in Marketing is a Level 6 qualification, as defined by the QCA (Qualifications Curriculum Authority). This level requires students to:

- Critically review, consolidate and extend a systematic and coherent body of knowledge
- Utilise highly specialist technical or scholastic skills across an area of study and utilise research skills
- Critically evaluate new information, concepts and evidence from a range of sources
- Begin to lead multiple, complex and heterogeneous groups and exercise judgement in a number of complex planning, design, technical and/or management functions related to products, services, operations or processes including resources
- Ultimately, students are expected to transfer and apply diagnostic and creative skills in a range of situations

The CIM Professional Diploma comprises 4 units.

Unit 1: The Marketing Planning Process

Unit 2: Delivering Customer Value Through Marketing

Unit 3: Managing Marketing

Unit 4: Project Management in Marketing

Upon successful completion all unit, a student will be awarded the CIM Professional Diploma in Marketing

Is the CIM Postgraduate Diploma the right level for you?

Eligibility to study for the CIM Professional Diploma

Any business or marketing Bachelors or Masters Degree (or equivalent) where a minimum of one third of the credits come from marketing (i.e. 120 credits in Bachelors degrees or 60 credits with Masters Degrees)

OR

Experience in a marketing management role that has provided potential students with knowledge and competence equivalent to the learning outcomes of the CIM Professional Certificate in Marketing and is sufficient to pass the Entry Test to Level 6

Read on for fuller details of each module

Unit 1: The Marketing Planning Process

Overview:

By the end of this unit, students should be able to apply the concept of the marketing planning process to a variety of organisational contexts and sectors, and to account for their varying goals when developing marketing plans. They should be able to demonstrate their ability to relate the challenges posed by a dynamic marketing environment to the marketing planning needs of different organisations and to devise appropriate, innovative positioning strategies in response to environmental changes.

Syllabus:

Section 1 – Marketing planning to deliver marketing strategies (weighting 25%)
Section 2 – The marketing audit and strategic outcomes (weighting 30%)
Section 3 – Creating marketing strategies through segmentation, targeting and positioning (weighting 25%)
Section 4 – Adapting marketing planning in different contexts (weighting 20%)

Assessment:

Marketing Planning Process work based assignment involving the preparation of a marketing plan

Unit 2: Delivering Customer Value through Marketing

Overview:

By the end of the unit, students should be able to apply the marketing mix and determine strategies that deliver highly effective and competitive marketing activities that meet customer needs and organisational objectives, in different organisational contexts and sectors. Students should be aware that the unit addresses marketing in the context of both domestic and international activities.

Syllabus:

Section 1 – Product proposition and brand management (weighting 25%)
Section 2 – Channel management (weighting 25%)
Section 3 – Managing marketing communications (weighting 30%)
Section 4 – Managing and achieving customers' service expectations through the marketing mix (weighting 20%)

Assessment:

Delivering Customer Value Through Marketing 3-hour unseen examination based on a pre-seen case material

Unit 3: Managing Marketing

Overview:

By the end of this unit, students should be able to demonstrate how they would approach the management of the marketing function and its associated marketing teams, including effective resource and financial management.

Syllabus:

Section 1 – The marketing infrastructure (weighting 30%)
Section 2 – Managing marketing teams (weighting 40%)
Section 3 – Operational finances for marketing (weighting 30%)

Assessment:

Managing Marketing work-based assignment

Unit 4: Project Management in Marketing

Overview:

By the end of this unit, students should be able to develop an effective business case within different organisational contexts and justify their project proposals in terms of fit with the marketing strategy, evaluation of risk and the effective use of organisational capacity and capability.

Syllabus:

Section 1 – Using marketing information to develop a justified case for marketing projects (weighting 15%)
Section 2 – Building a case for marketing projects (weighting 20%)
Section 3 – Assessing, managing and mitigating risk associated with marketing projects (weighting 25%)
Section 4 – Project management for analysis, planning, implementation and control (weighting 40%)

Assessment:

Project Management in Marketing work-based project requiring an in-depth study of a specific and focused area of business activity

Marketing Plus 2009 - 2010 Prices

Our fees include:

- All tuition
- Unlimited personal support, guidance on assessments and one-to-one meetings for 24 months
- Marketing Plus file and handouts
- For subjects with examination assessments: extensive exam practice, mock exam, revision sessions, exam facilities
- Access to our Virtual learning Environment (VLE Moodle) with podcasts, written and audio tutorials, online PowerPoint presentations, chat rooms and other resources
- Car parking
- Refreshments

CIM Professional Diploma: £1,850

Please note these prices are subject to VAT at the prevailing rate and will be reviewed in June 2010. Students who are self-funding may be eligible for payments by installment with no penalty

Other Fees Payable

Other fees that you will need to pay are:

- CIM student registration
- CIM assessment fees
- Text books

CIM Annual Membership Fees (2009 - 2010)

CIM Membership fees	UK & Western Europe
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Professional Diploma in Marketing	£160
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CIM Assessment Fees (per module)

CIM Professional Diploma

£75 per exam; £75 per assignment: For all 4 assessments: £300