

CIM Level 6 Diploma in Professional Marketing

Overview

The Diploma in Professional Marketing Level 6 develops your strategic marketing skills, enabling you progress your marketing career and perform professionally at a management level.

Who is it for?

Marketers with operational, supervisory or management responsibilities – including:

- Functional managers /Department managers
- Business development managers
- Product/ brand managers/ marketing executives
- Account managers

Do you qualify?

One or more of the following is required to gain entry onto this qualification:

- CIM Level 4 Certificate in Professional Marketing, or other CIM Level 4 Marketing qualification
- Any relevant Level 4 qualification
- Bachelor's or Master's Degree (or an equivalent qualification) with at least one third of credits coming from marketing content (ie 120 credits in Bachelor's degrees or 60 credits with Master's Degrees)
- Professional practice (suggested two years in an operational role) plus diagnostic assessment onto Level 6.

If English is not your first language, you will also need to provide evidence of achieving one of the following English Language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

Note: All candidates must have access to an organisation and its data for the purposes of CIM assessments.

How will I be taught?

At the time of writing (July 2021) we aim to provide a blend of live online learning/tuition and tutorials, plus some face-to face tutorials if appropriate. Tuition is backed up by a range of digital resources.

What support is available?

Tuition is backed up by a 24/7 on-line learning environment at the University, giving students access to e- books, up-to-date journals and other business resources. Our two Learning Resource Centres on campus are also available. CIM also have a large learning

support resource, tailored to their suite of qualifications.

How long does it take?

On average, one year. The teaching sessions take place in blocks between January and November, with assessments at the end of every module.

Qualification Content	
MARKETING AND DIGITAL STRATEGY	
This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks and techniques throughout to achieve competitive advantage.	
Situation Analysis	<ul style="list-style-type: none"> Understand how to analyse an organisation's current and future internal and external environments Interpret relevant information and insights to recommend and inform strategic decision making
Planning	<ul style="list-style-type: none"> Develop marketing objectives and strategy to deliver organisational objectives Develop a strategic marketing plan and a supporting marketing mix to deliver marketing objectives
Implementation and Control	<ul style="list-style-type: none"> Define the resources required to deliver the strategic marketing plan Apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement
Assessment: written assignment	
INNOVATION IN MARKETING	
This module enables you to take a visionary approach and embed innovation to help your organisation deal with the challenges of a fast-moving marketplace. You will be able to understand the relationship between marketing and innovation and recognise the key factors in building and nurturing innovation within the marketing function.	
Innovation	<ul style="list-style-type: none"> Understand how innovation and disruption are influencing organisational growth Assess the key factors that facilitate innovation in organisations
Innovation Marketing	<ul style="list-style-type: none"> Apply principles of innovation throughout the marketing function Develop a business case for a marketing related innovation
Innovation in Action	<ul style="list-style-type: none"> Understand the activities required for the implementation of innovative marketing Develop a plan for the communication of innovation
Assessment: written assignment based on a theme and an organisation of choice	
THE DIGITAL CUSTOMER EXPERIENCE	
This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing you to fulfil customers' strategic needs.	
Channel Selection and Customer Insights	<ul style="list-style-type: none"> Assess the strategic options for channel selection Understand relevant insights into digital customers
Managing Channels	<ul style="list-style-type: none"> Understand how digital channels are managed effectively in practice Define requirements for legal compliance in digital campaigns
Digital Customer Experience	<ul style="list-style-type: none"> Understand the customer journey Develop plans to improve the user experience
Assessment: written assignment based on a theme and an organisation of choice	