

Chartered Institute of Marketing (CIM)



The Chartered Institute of Marketing (C.I.M.) is Europe's largest professional body for marketing and sales practitioners.

Established for over 80 years, the Chartered Institute of Marketing (C.I.M.) is an international membership organization for marketing professionals.

The module syllabus:

Foundation Certificate in Marketing, Certificate in Professional Marketing, Diploma in Professional Marketing; Post Graduate Diploma in Marketing; Chartered Post Graduate Diploma in Marketing.

The structure of the modules in each level allows for closer tailoring of the programmes to individual experience/ knowledge and existing qualifications.

Foundation Certificate in Marketing **Compulsory Module**

Marketing Principles

Elective module (choose 1)

Customer Experience

Digital Marketing

Entry Requirements:

Open Entry Qualifications

Certificate in Professional Marketing **Mandatory Modules:**

Marketing

Integrated Communications

Choice of elective module:

Digital Marketing

Customer Experience

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Entry requirements:

Two A level s/CAPE or General B.Sc OR Masters Degree (non Marketing related) **or**
Holds a CIM Introductory Certificate in Marketing **or**
NVQ or SVQ Level 3 in Marketing **or**
NVQ or SVQ Level 4 in any other subject (UK-equivalent to NQF Level 4 and above) **or**
Hold an International Baccalaureate (equivalent to NQF Level 3 and above)
Business or Marketing Experience would be of an advantage

Diploma in Professional Marketing

Mandatory modules

Strategic Marketing
Mastering Metrics

Elective module (choose 1)

Driving Innovation
Digital Strategy

Entry Requirements:

Experience in Marketing Management in a Marketing Management role that has provided you with the ability to be able to demonstrate that you can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so, and is sufficient to pass the CIM diagnostic entry test to Level 6 **or**

C.I.M. Professional Certificate in Marketing **or**
Any Business or Marketing Bachelors or Masters Degree (or an equivalent qualification) where a minimum of one third of credits come from Marketing (120 credits in Bachelor's Degrees or 60 Credits in Masters Degrees)

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Professional Postgraduate Diploma in Marketing

Stage 1

Four Compulsory modules:

- Emerging Themes
- Analysis and Decision
- Marketing Leadership and Planning
- Managing Corporate Reputation

Chartered Postgraduate Diploma in Marketing

Stage 2

Mandatory module:

- Leading Marketing

Entry Requirements:

A range of experience working at senior marketing management level that has provided you with the ability to evidence that you can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and is sufficient to pass the CIM diagnostic entry test to this Qualification, and CIM Professional Diploma in Marketing (either 2003 or 2009 syllabus) **or** C.I.M. Professional Diploma in Marketing **or** C.I.M. Advanced Certificate in Marketing **or** A Business or Marketing Bachelors or Masters Degree (or an equivalent qualification) where a minimum of half or the credits come from Marketing (therefore 180 credits in Bachelors degrees and 90 credits in Masters Degrees



Communication Advertising Marketing (CAM) Diploma In Digital Marketing

This Diploma consists of three modules:

Marketing and Consumer Behaviour

Digital Marketing Essentials

Digital Marketing Planning

Entry Requirements:

You must be educated to at least 'A' Level/CAPE standard and have achieved one or more of the following criteria:

Any recognised UK degree or equivalent level 5 or 6 qualification **or** A relevant level 3 or above qualification in Tourism or Marketing (eg. CIM Professional Certificate in Marketing)