

Get qualified



The Chartered Institute of Marketing (CIM) periodically reviews its qualifications to ensure that they are relevant to marketers' needs and the requirements of business. Over the years, the core theory of marketing has changed little. However, the role of marketing in business worldwide has changed significantly, largely due to technology but also due to businesses recognising that they have a number of stakeholders rather than simply a number of different external customer groups.

The Chartered Postgraduate Diploma in Marketing qualification incorporates the knowledge and skills required by marketing professionals who aspire to work, or who need greater awareness of managing the marketing process at the strategic level.

The International Institute of Business offers the Chartered Postgraduate Diploma in Marketing Stage 1 Program.

### INTERNATIONAL INSTITUTE OF BUSINESS (IIB)

Founded in 1993 as a non-profit, independent training and educational institution, nowadays IIB is the recognized leader of Business education in Ukraine.

### THE CHARTERED INSTITUTE OF MARKETING (CIM)

CIM is holder a Royal Charter and leading professional marketing organization with members in almost 140 countries. Its primary aim is to provide members with the ability to apply acquired marketing knowledge in a modern complex working environment.



The International Institute of Business offers CIM Programs since 1997. IIB is the only CIM Accredited Study Center in Ukraine. Since the time of launching CIM programs, more than 1000 marketing managers studied at the programs.

Creating Value



#### Tutors

There is an international team of tutors. Tutors have all gained considerable business experience in addition to their academic qualification. Such approach ensures quality education that meets to the challenges of today's global business world.

#### Assessment

Two assignment briefs will be produced each year for the relevant units.

#### Unit 1 - Emerging Themes

Writing a journal article in the context of either micro, meso or macro themes arising from the 'emerging, contemporary issues.

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

Pre-seen case study examination.

The case study paper will comprise three examination questions.

#### Unit 3 - Marketing Leadership & Planning

Integrative work-based project.

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

This is a work-related assignment comprising:

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

#### Application Process

##### Application Requirements

- Upper-intermediate level of English
- 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

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*

##### Hand in Documents:

- Copies of academic qualification
- Copy of your passport
- Curriculum Vitae in English
- Letter of Recommendation in English
- 2 photos

##### Entry Procedure :

- Pass the Entry Test
- Interview
- Filling in the application form
- Signing an Agreement

#### Enrollment twice a year:

Spring - application deadline - 30th of November Beginning of study: the end of January

Fall - application deadline - 30th of June Beginning of study: beginning of September

#### For further information, please, contact:

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*Choose a successful career in marketing with CIM Chartered Postgraduate Diploma!*

**CIM CHARTERED POSTGRADUATE DIPLOMA IN MARKETING**



THE CHARTERED INSTITUTE OF MARKETING

# CIM CHARTERED POS

## CIM CHARTERED POSTGRADUATE DIPLOMA IN MARKETING



### Internationally renowned qualification

Joining CIM and attaining their internationally renowned qualifications gives you professional credibility - and a major advantage over your competitors in the job market. Plus, having the weight of the world's largest professionally recognized marketing organization behind you also provides many other benefits.

### Benefits to You

- Strategic/senior management roles
- Director roles
- Roles that report to and influence board decisions
- Cross-functional roles that have a business impact

### What is it?

A challenging, high-level two stage marketing qualification that demonstrates specialist professional knowledge across many areas and a route to Chartered Marketer status.

### Ideal for...

Marketers working at a strategic level or aspiring to do so who wish to gain a professional Masters level qualification.

### Structure for CIM Level 7

CIM Chartered Postgraduate Diploma, Stage 1 will comprise four units. The aim is to provide the knowledge, skills and knowhow for senior marketing managers, giving them an insight into defining the organisation's strategic focus, and developing marketing strategies and the corporate communications plan.

### Achieving Chartered Marketer status

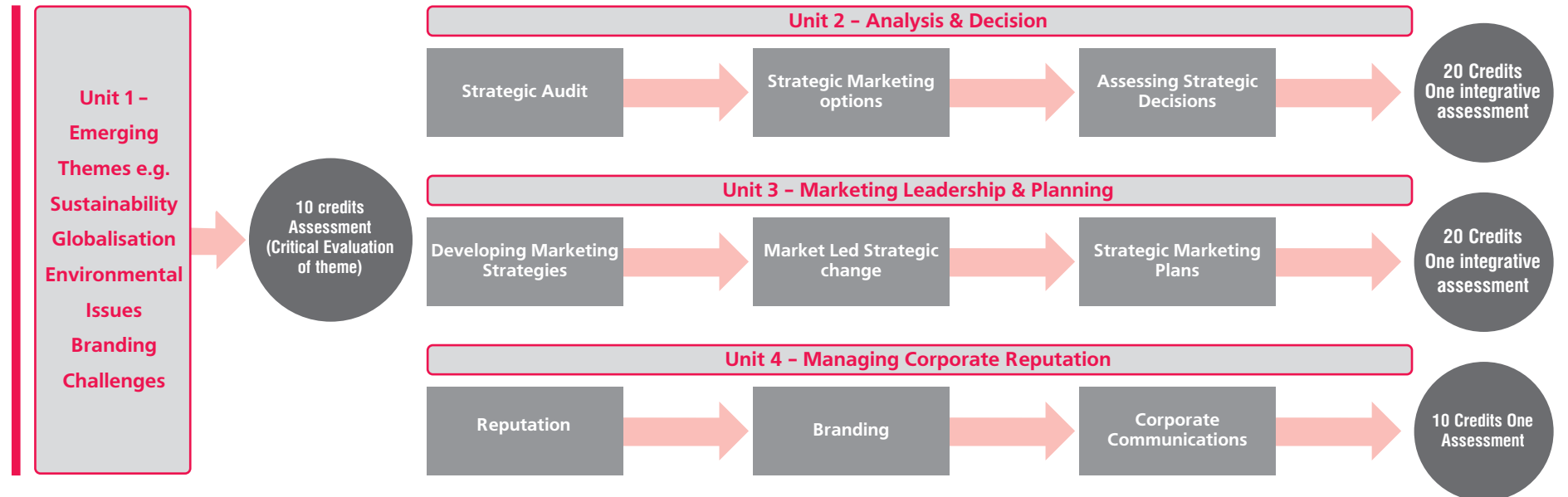
Students that complete Stage 1 gain the Professional Postgraduate Diploma in Marketing. With appropriate experience they may upgrade to Full Member status (MCIM).

Those who complete Stage 2 should be eligible to achieve Chartered Marketer status provided they have the relevant experience and have registered on the Chartered CPD Programme logging two consecutive years of continuing professional development (CPD).

For more information visit  
[www.cim.co.uk/charteredcpd](http://www.cim.co.uk/charteredcpd)

### Justification of qualification structure

The Chartered Postgraduate Diploma in Marketing is our new flagship qualification, and very different to the Postgraduate qualification previously offered by The Chartered Institute of Marketing in that it includes two complete stages. At each stage a qualification can be gained. The content and format of the qualification, and the identified potential market, require this qualification to be delivered differently to the other core marketing qualifications.



The diagram that follows illustrates the structure of the qualification, the component parts of the units and the allocation of credits to the different elements

The content of the course has been put together following consultation with employers to ensure that they gain relevant competencies for various stages of their marketing career.

#### Unit 1 - Emerging Themes

- Critically evaluate a range of key emerging macro-environmental themes and make a critical assessment of their significance for a specific sector or industry;
- Propose strategic marketing responses to the key emerging themes judged to have the greatest potential impact on a specific sector. Responses should reflect contemporary marketing practice (ie, marketing's new ground) and demonstrate creativity.

#### Unit 2 - Analysis & Decision

- Undertake a strategic marketing audit, assessing an organisation's competencies, competitive advantage, market performance, customers, competitors, product and service portfolios, positioning, value proposition and market impact;
- Assess the impact of external factors on an organisation and its strategic intent and direction;
- Utilise the strategic marketing audit to critically evaluate a range of strategic marketing options available to an organisation, including innovation, mergers, acquisitions, partnering, alliances, environmental sustainability and CSR, in order to deliver best value growth and expansion opportunities for the organization;
- Utilise a range of financial and other measurement tools to assess the financial and non-financial benefits of recommended strategic marketing decisions;
- Utilise a range of risk assessment tools to critically assess the risk of strategic market decisions and their impact upon an organisation, including financial, corporate and reputational risk.

#### Unit 3 - Marketing Leadership & Planning

- Critically evaluate the links from the corporate strategy to the marketing strategy and ways of delivering an organisation's corporate mission and vision effectively;
- Develop marketing strategies to establish an organisation's competitive and sustainable marketing and relationship strategies to achieve the organisation's strategic intent and deliver its value proposition;
- Develop strategic but operational marketing plans at organisational level (not just functional) using synergistic planning processes, taking account of different planning frameworks (cross-functional and board level contribution) and ensuring they are within the resource capabilities of an organization;
- Determine the most appropriate organisational structures for market-oriented organisations and changing organisations, whilst evaluating the resource implications and requirements to develop sustainable competitive advantage through suitable approaches to leadership and innovation;
- Assess the link between change programmes, marketing activities and shareholder value, show how these can contribute to an organisation's ongoing success, and evaluate the concepts of power, trust and commitment in the context of negotiating change with key stakeholders.

#### Unit 4 - Managing Corporate Reputation

- Critically evaluate the way organisations develop their identities and some organisations use these to form images and assign reputational status;
- Critically analyse the elements that contribute to the identity that an organization projects to its stakeholders, sometimes through a corporate brand;
- Critically evaluate linkage between how an organisation wants to be seen and how it is seen, namely corporate communications. Students will normally base their learning and development of these issues on an organisation. However, some may choose to use this unit to explore the reputational development of a place. This might involve for example, a tourist destination (eg country or region), a business area (eg seaport or park) or a city or town. The detail specified in this syllabus is based on ideas, practice and the research literature relating to corporate branding, communications and reputation.

