

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 Professional Diploma in Marketing is one of our new flagship qualification, and very different to the qualification previously offered by The Chartered Institute of Marketing. The content of units and format of the assessment was updated and changed according to the needs of employers and marketing professionals.

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



Study process

The program duration varies from one to two years. Study process allows efficient and intensive apprehension of the course content. If you prefer to complete the program in one year, you will take two units each semester. If you decide to complete the program in two years, you will take one unit each semester. Each semester takes 5 months to accomplish one unit and has 5 practical sessions scheduled on the weekends from Friday till Sunday once a month. Each of the units is expected to be delivered over 50 guided learning hours, with a mixed assessment strategy of examinations and assignments.

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

- There will be two assessment sessions a year
- Assessment criteria and mark schemes will reflect grade descriptors for Professional Diploma level and magic formula (concept 30%, application 30%, evaluation 30% and format/presentation 10%)
- Grading Criteria: A 70% and over, B 60 - 69%, C 50 - 59%, D 45 - 49%, E 40 - 44%, F 30 - 39%, U less than 30%
- All assessments will be marked by CIM

Unit 1: Marketing Planning Process

Work based assignment involving the preparation of a marketing plan

Unit 2: Delivering Customer Value Through Marketing

Three hour unseen examination based on a pre-seen case material

Unit 3: Managing Marketing

Work-based assignment

Unit 4: Project Management in Marketing

Work-based project requiring an in-depth study of a specific and focused area of business activity

Application Process

Application Requirements

- Upper-intermediate level of English
- The CIM Professional Certificate in Marketing (either the 2002 syllabus or the 2008 syllabus)

OR

- Any business or marketing Bachelors or Masters Degree (or an equivalent qualification)

OR

- Experience in a marketing management role that has provided potential students with ability to evidence that they can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so *and is sufficient to pass the Entry Test to Level 6*

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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CIM
 PROFESSIONAL
 DIPLOMA IN
 MARKETING



THE CHARTERED INSTITUTE OF MARKETING

CIM PROFESSIONAL



CIM PROFESSIONAL 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.

Choose a successful career in marketing with CIM Professional Diploma

Justification of qualification structure

The aim of this qualification is to provide the knowledge, skills and 'ability to do' in relation to marketing planning and to assist with the development of the 'marketing professional' in the ways discussed above.

The qualification is a hybrid of marketing with a considerable emphasis on management as marketers move from specialist aspects of marketing into either a functional or departmental role. The focus shifts from theoretical concepts of marketing to providing insights into the key aspects of managing the marketing function. Job roles relevant to learners taking this level 6 marketing qualification management, communications, customers, NPD/innovation, etc

Benefits to You

- Career progression
- Differentiating themselves from others
- Improving marketing knowledge and skills
- Aiding the process of getting a 'marketing job'

Target Audience:

Job roles relevant to learners taking this level 6 marketing qualification

The tasks that employers expected people with a level 6 marketing qualification to be able to perform at work included:

- People management
- Budget management/bidding for budget
- Team leadership and management
- Assessing risk
- Project management
- Resource co-ordination
- Delivering the value proposition and marketing success
- Managing marketing intelligence
- Problem solving
- Implementing the strategic business/marketing plan
- Measurement and control
- Channel management
- Leading on NPD and innovation
- Communications - internal/external
- Agency management/account handling

Syllabuses Content

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: Marketing Planning Process

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%)

This unit is designed to provide a detailed understanding of marketing planning, including the synergistic planning process and its links with the delivery of marketing strategy. It also considers a thorough assessment of the dynamic and complex nature of the marketing environment and its impact on developing marketing plans to achieve strategic outcomes and competitive advantage in the market place.

The unit includes significant consideration of segmentation, targeting and positioning, with a view to developing sophisticated approaches to targeting customers and the development of effective positioning strategies, all based upon a sound assessment of market segment opportunities and value.

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.

Unit 2: Delivering Customer Value through Marketing

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%)

The unit's primary focus is the development and execution of marketing activities that have been designed to achieve customer satisfaction and meet organizational objectives, through effective marketing mix strategies which deliver stakeholder value.

The unit includes the development of the product portfolio, managing marketing channels, managing the communications mix and managing the service expectations of customers.

The unit examines the use of the marketing mix to achieve an organisation's corporate and marketing objectives, and to deliver marketing activities which reflect the desired positioning of the organisation's products and services in addition to its brand values.

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.

Unit 3 - Managing Marketing

Section 1 - The marketing infrastructure (weighting 30%)

Section 2 - Managing marketing teams (weighting 40%)

Section 3 - Operational finances for marketing (weighting 30%)

The focus of this unit is about developing the marketer as a manager, including giving them the knowledge and understanding required to develop and manage the marketing infrastructure and the organisation's talent development, capability and capacity. This includes developing effective quality systems and processes to support compliance and approaches to measuring and monitoring marketing activities.

The unit also includes developing and managing marketing teams, which includes co-ordinating the human, financial and physical resources within the team effectively.

Finally, the unit includes developing a detailed understanding of managing the financial aspects of the marketing function and its associated activities in order to ensure that the financial performance of the function is consistent, reliable and effective.

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.

Unit 4 - Project Management in Marketing

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%)

This unit will focus on the proactive development and delivery of a justified management process to support the initiation, implementation and control of marketing projects, including the use of research and information and preparing proposals and briefs to identify needs comprehensively.

The unit will also focus upon evaluating marketing project proposals and prioritizing them on the basis of fit with market conditions, organisational capacity, competitor activity and strategic management, while concurrently managing the associated risk of implementing particular plans.

Ultimately, the unit will also cover the implementation of marketing proposals including an in-depth view of project management, but also integrating knowledge from the other units at this level.

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.