

EVERYONE HAS AN
INNER GENIUS

We can help
you find yours



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AWARDED SILVER IN THE
2017 TEACHING EXCELLENCE
FRAMEWORK

Course Validated by



CIM Level 6 Diploma in Professional Marketing

Develop your ability to perform, achieve results and strengthen your career in marketing management with this recognised level 6 qualification that will expand your strategic outlook.

COURSE OVERVIEW

The aim of this Level 6 qualification is to provide you, as a practising marketer, with relevant, contemporary marketing content to equip you for the current global landscape. Successful completion of the CIM Level 6 Diploma in Professional Marketing will give you the knowledge, skills and understanding to perform at a management level and to carry out an essential and successful professional marketing role within the workplace. You will need to successfully complete three units/awards to achieve this qualification, usually in one year.

MODULES

- Strategic Marketing (Mandatory module)

This module recognises the significance of situation analysis and introduces techniques for assessing external and internal environments to enable effective decision making. It outlines the importance of all stages within the marketing planning process to enable the achievement of strategic marketing objectives.

- Mastering Metrics (Mandatory module)

This module examines the role of marketing metrics and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how these techniques, aligned to business objectives, can establish and determine marketing effectiveness.

LOCATION

WORCESTER

WMKT-DP6-1820

COURSE LENGTH

Qualification can be achieved within one year.

TUITION FEES

£1,980

ADDITIONAL COSTS

Annual registration fee £60

Assessment Fees £555 (£185 per award)

AWARD ON SUCCESSFUL COMPLETION

CIM Level 6 Diploma in Professional Marketing

HOW TO APPLY

Please apply through our website at www.howcollege.ac.uk

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- Digital Strategy or Driving Innovation (Centre mandated elective module)

Digital Strategy provides insight and in-depth consideration into how organisations can implement digital marketing capabilities into a strategic marketing plan.

Digital Innovation outlines the importance of how taking a visionary approach and embedding innovation, can help organisations deal with the challenges of a fast-moving marketplace.

ENTRY REQUIREMENTS

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

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing (syllabus 2014).
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits in Master's degrees)
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment on to Level 6.
- If English is not your first language, a suitable English qualification e.g. IELTS.
- The CIM will consider any other equivalent alternatives.

DELIVERY INFORMATION

- The course is delivered over 3 modules known as awards or each award can be taken separately. Delivery is one session per week over 10-12 weeks per award.
- Delivered on a Tuesday 18.00-21.00.
- In addition you are expected to undertake an average of 4 hours of independent study per week.
- Course entry points in September, January and April.
- The Mastering Metrics module runs from September to December, the elective module from January to March and Strategic Marketing from April to July.

PROGRESSION

You will have affiliate studying membership of the CIM whilst undertaking the qualification. After you successfully complete this course with sufficient experience you will be eligible to apply for graded CIM membership and be invited to attend our Graduation ceremony.

METHODS OF ASSESSMENT

- Strategic Marketing exam
- Mastering Metrics assignment
- Digital Strategy or Driving Innovation assignment

STAFF EXPERIENCE

Lecturers have occupational experience in marketing as well as degree level or higher academic qualifications. In addition each will have a recognised teaching qualification.