

Professional Postgraduate Diploma in Marketing

The Professional Postgraduate Diploma in Marketing is the highest qualification awarded by The Chartered Institute of Marketing. It is a brand new qualification to be launched in July 2004 and replaces the current Postgraduate Diploma in Marketing.

A true business qualification

CIM's goal is to provide professional qualifications that both satisfy the needs of employers of competent marketers and support individuals' careers in marketing. The qualifications have been developed following extensive research with academics, employers, CIM Tutors, CIM students and international regional offices. This research culminated in the development of a matrix defining the required competencies of marketers within an organisation. The competencies are based around four levels of marketing roles within a company (Assistant, Practitioner, Manager and Senior Practitioner) and these roles have been grouped into six categories:

- Research & analysis
- Planning
- Brand management
- Implementing marketing programmes
- Managing marketing people
- Measuring the effectiveness of marketing

The levels at which marketers operate and their main roles provide two valuable dimensions for the matrix in which the full spectrum of activities undertaken by marketers can be shown.

The matrix has been formalised as CIM's Professional Marketing Standards. The Standards are the basis for the new set of professional marketing qualifications of which the Professional Postgraduate Diploma is at the highest level. Basing this qualification on the CIM Professional Marketing Standards, thus including the required competencies for marketers at the strategic level, is the main differentiator between this qualification and a masters-level qualification.

Defining the differences

CIM's revised professional marketing qualifications have been designed to deliver a number of key benefits to marketers and employers.

- **Raising the standard** – The qualifications set a new professional standard in marketing. Based on the Professional Marketing Standards, the syllabus defines practical and stretching skills and knowledge requirements that help individuals and their organisations to improve their marketing.
- **Relevance** – The new qualifications are relevant for marketing in the 21st century because they are based on the Professional Marketing Standards - essentially what marketing professionals do in the workplace. The syllabus introduces fresh content, reflects the latest

trends and innovations in marketing and places a strong emphasis on the *application*, as well as the *acquisition*, of knowledge and skills.

- **Recognised badge of competence** – The qualifications provide a badge of competence, not a badge of education, by assessing students against practical learning outcomes. As the largest professional marketing body in the world, the badge of competence carries recognition throughout the profession.
- **Global appeal** – The syllabus is set in a local context within global markets. There is something for every marketer, whether working for a multi-national corporation, an exporter or importer, or a smaller organisation having to defend its local markets from foreign competition.
- **Access** – The qualifications are open to all (providing the entry criteria are met). The qualifications are easy to access, with over 300 CIM-accredited centres delivering programmes worldwide.

Strategic marketing in practice

The new Professional Postgraduate Diploma in Marketing incorporates the knowledge and skills required by marketing professionals who aspire to work, or who need greater awareness of working, at the strategic level. It is based around four key units: Analysis and Evaluation, Strategic Marketing Decisions, Managing Marketing Performance and Strategic Marketing in Practice. Upon achieving the qualification, marketers should be able to add value to their organisation by:

- Contributing to research and insights to inform strategic marketing decisions.
- Influencing strategic decisions in an organisation to create value for customers and other stakeholders.
- Managing and measuring marketing activities undertaken as part of the implementation of a customer-focused strategy.
- Formulating, presenting and justifying a creative, customer-focused and innovative strategy for any given context.

Flexibility in study

CIM qualifications are taught through quality-approved Study Centres with a variety of teaching methods to suit the needs of today's busy marketer. These include evening classes, distance learning, intensive learning or blended learning. Although assessment is exam-based, the emphasis is on the practical application of strategic marketing to real organisational situations.

Accelerating your marketing career

Upon achieving the Professional Postgraduate Diploma in Marketing, marketers are automatically given Associate Membership of CIM (ACIM) but may upgrade to Full Member status (MCIM) if they have at least three years experience in a recognised area of marketing, of which one year must have been in a management position. Equipped with MCIM status, the next step is Chartered Marketer, achievable upon completion of two years Continuing Professional Development (CPD) which would include skill development activities such as short courses, imparting knowledge (teaching), presentations, speeches and local community support.

For more information visit www.cim.co.uk/qualifications, email qualifications@cim.co.uk or call +44 (0)1628 427120.