

# Qualifications from the Chartered Institute of Marketing

To be read in conjunction with the CIM's Professional Marketing Qualifications Prospectus or [www.cim.co.uk/learningzone](http://www.cim.co.uk/learningzone)

The Chartered Institute of Marketing (CIM) is the world's largest professional marketing body and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. The Isle of Man International Business School has been accredited by the CIM to deliver a range of its internationally-recognised marketing qualifications.

## What Are the Benefits of Studying for a CIM Qualification at The IBS?

- \* Learn the science of marketing for the various stages of your marketing career.
- \* Receive face-to-face tuition and exam preparation workshops in a seminar-style environment.
- \* Learn from highly-experienced and qualified lecturers and practitioners.
- \* Network with other local marketing professionals, sharing your experiences and knowledge.
- \* Gain a valuable marketing qualification without the cost or inconvenience of travelling off-island.

## CIM Qualifications at The IBS:

The following two qualifications are delivered by The IBS:

- Professional Certificate in Marketing
- Professional Diploma in Marketing

They can be taken as specific “stand alone” qualifications, or as a progressive set of qualifications. Each qualification takes a minimum of 1 academic year (30 weeks) to complete via part-time study, with programmes commencing in September and ending in June.

(The IBS does not currently provide tuition for students studying for the Professional Postgraduate Diploma in Marketing, however, exam revision sessions for this qualification may be delivered subject to demand. Please register your interest with The IBS.)

## The Professional Certificate in Marketing

This level gives you the practical skills and knowledge to devise and execute marketing activities and gain marketing credibility. It also aims to provide a practical insight into the principles and application of marketing at a tactical level.

The syllabus has been updated recently to reflect the changing issues and practices within marketing and to reflect employers' views of marketing in today's business environment. The Qualification is ideal for junior marketers, those working in marketing support roles (like personal assistants); or if marketing plays some part in your current job description.

This qualification is aimed at those who are working in supporting marketing roles, usually within the marketing function, but also targets individuals in more senior roles, particularly in SMEs, where marketing is only part of what they do. The qualification provides a practical insight into the principles and application of marketing at a tactical level.

### The typical profiles of people who might take this qualification could include:

- Marketing assistants
- Marketing co-ordinators
- Marketing executives
- Marketing managers in SMEs without formal marketing qualifications
- Non-marketers with aspirations for marketing
- Existing marketers wanting to become more specialist



# CIM Qualifications cont...

## The Professional Diploma in Marketing

This qualification is ideal for marketers who are concerned with managing the marketing process at an operational level, as well as those who are looking to build on the knowledge gained at Professional Certificate level with a future marketing management role in mind. 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.

The focus moves from the theoretical aspects of marketing towards the many skills needed to manage the function itself – including elements ranging from channel management to communications, along with specialist areas like new product development.

This qualification is aimed at those marketers responsible for managing the marketing process at an operational level. These include those moving into a mid-level marketing position and marketers who are looking to build on knowledge gained at certificate level.

**The Professional Diploma in Marketing is ideal for marketers with operational responsibilities and an eye on management including the following:**

- Marketing executives
- Business development managers
- Departmental managers
- Product/ brand managers
- Marketing managers
- Account managers

## Entry requirements and Assessment for CIM Programmes

If you have never studied Marketing before and have no previous marketing qualifications then you should commence with the “Certificate” level.

Both qualifications have strict entry requirements and the level that you start with will be dependent on meeting these requirements. The Professional Certificate is assessed by a blend of assignment and examination. Until 2009 The Professional Diploma will be assessed by examination only.

Full details of the CIM qualifications including module descriptions, entry requirements and assessment methods can be found online at [www.cim.co.uk/learningzone](http://www.cim.co.uk/learningzone) alternatively call The IBS on 693709 for a copy of the CIM Professional Marketing Qualifications Prospectus.

Applications to study a CIM qualification at The IBS should be made directly to the Enquires and Admissions Team using the IBS standard application form. Should you wish to discuss your suitability for the CIM programme or establish your entry level then please contact us so that we can arrange a meeting between you and the CIM Programme Leader.



**Heather Smallwood BSc (Hons) DipM FCIM**  
is the Programme Leader for CIM at The IBS.

Should you be unsure about the appropriate level for you or have any specific queries regarding the content of CIM qualifications, please email Heather Smallwood on [hsmallwood@manx.net](mailto:hsmallwood@manx.net) – Otherwise please direct your queries to the main **IBS enquiries desk: Tel: 693709 of Email: [enquiries@ibs.ac.im](mailto:enquiries@ibs.ac.im)**