

Professional Diploma in Marketing

This qualification incorporates the knowledge and skills required by marketing professionals who need greater awareness of working at, or aspire to work at, the operational level.

About you

- You are a marketer responsible for managing the marketing process at an operational level, with a job title such as Senior Marketing Officer or Marketing Manager.
- You are looking to build on your existing knowledge of marketing with a future marketing management role in mind.

"I chose to study for a CIM qualification as they are very well respected and truly concentrate on all aspects of marketing."

By studying for the Professional Diploma in Marketing you will:

- Gain the marketing skills you need at an operational level to maximise opportunities for your company.
- Understand how to write, implement and evaluate an effective marketing plan to meet your targets.
- Achieve an internationally-recognised transferable qualification.

What will you learn?

The four compulsory modules you will study are detailed below.

ENTRY REQUIREMENTS

- CIM Professional Certificate in Marketing; or
- A degree/equivalent qualification; or
- 3 years Marketing Manager experience.

Duration: 28 weeks

Your prospects

On successful completion of the Professional Diploma in Marketing you may wish to progress to the Professional Postgraduate Diploma in Marketing to further develop your skills and your career in marketing. You could also enhance your professional status by becoming an Associate Member of the Chartered Institute of Marketing or a Chartered Marketer. To find out more, visit www.cim.co.uk or contact the CIM on **E: charteredmarketer@cim.co.uk**, **T: +44 (0)1628 427120**

Marketing research and information

- Marketing information and marketing research.
- Effective client-supplier relationships.
- Research briefs and research proposals.
- Qualitative and quantitative research methodologies.
- Research programmes.
- Questionnaires and discussion guides.
- Interpreting quantitative and qualitative data.
- Presenting recommendations that lead to effective decisions.
- Evaluating the outcomes of a research project.
- Your legal, regulatory, ethical and social responsibilities when gathering, holding and using information.

Marketing planning

- The role of the marketing plan in relation to your organisation's strategy and culture and the broader marketing environment.
- Marketing audits considering internal and external factors.
- Marketing objectives and plans at an operational level.
- The role of branding and positioning within the marketing plan.
- Integrating marketing mix tools to effectively implement plans.
- A co-ordinated marketing mix and appropriate stakeholder relationships.
- Setting budgets for marketing plans.
- Evaluating the effectiveness of marketing plans and activities.
- Making changes and innovations to marketing processes.

Marketing communications

- The role of marketing communications.
- Developing promotional effectiveness.
- Co-ordinating the promotional mix to communicate effectively.
- Media plans using offline and online media.
- Marketing communication and brand activities based on the target audience.
- Formulating and implementing a marketing communications plan.
- Recommending a marketing communications budget.
- Developing relationships with customers/stakeholders.
- Developing marketing communication activities.
- The vocabulary of the marketing communications industry.

Marketing management in practice

- The roles and structure of the marketing function.
- The nature of relationships with other functions.
- Interpreting qualitative and quantitative data.
- Presenting recommendations that lead to effective decisions.
- Marketing objectives and plans at an operational level.
- Techniques to plan and control marketing activities/projects.
- Techniques to develop, manage and motivate a team.
- The performance of marketing plans, activities and projects and making recommendations for improvements.