

# CIM ADVANCED

## ABOUT LEVEL 7

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The CIM Level 7 Postgraduate Diploma qualification will give you a knowledge of the highest level of professional Marketing standards, designed to help you meet the ever-increasing demands expected of marketers at every stage of their career.

### **THE CIM LEVEL 7 POSTGRADUATE DIPLOMA IN PROFESSIONAL MARKETING QUALIFICATION**

It is ideal for all those who wish to progress their careers as a Marketing professional, and would like to study with the world's leading professional Marketing body. This programme is equivalent to a Postgraduate level qualification.

### **CIM POSTGRADUATE DIPLOMA IN PROFESSIONAL MARKETING QUALIFICATION - CONTENT**

#### **MODULE 1 (MANDATORY) - EMERGING THEMES**

This module provides insights to enable the student to critically evaluate the impact of a range of new and emergent themes in Marketing, business organisations and the changing Marketing environment. It looks at building and refining the skills to necessary to anticipate and adapt to future changes, developing a strategic perspective at sector, industry and organisational levels.

#### **MODULE 2 (MANDATORY) - ANALYSIS & DECISION**

This module consists of three parts: Strategic Options, Strategic Audit and Making Strategic Marketing Decisions. Looking at how to undertake a strategic audit of an organisation, assess its capability and capacity to deliver the organisation's business and Marketing strategy in a challenging, dynamic and diverse global market place.

#### **MODULE 3 (MANDATORY) - MARKETING LEADERSHIP & PLANNING**

The purpose of this module is to enable the development of effective high level strategic Marketing strategies relating to an organisation's corporate and business strategic intent in the short, medium and long terms. The focus of this module is on developing and delivering strategic Marketing plans to support the delivery of an organisation's value proposition (not just the Marketing function). In order to deliver effective, innovative and creative Marketing plans.

#### **MODULE 4 (MANDATORY) - MANAGING CORPORATE REPUTATION**

This module looks at how the strength and magnitude of an organisation's reputation represents the way in which a complex range of stakeholders perceive an organisation, entity or destination. Why a gap often develops between the way and organisation intends to be seen and the reality and the organisational underperformance this can result in.



# YOUR QUESTIONS

## ANSWERED

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### **THE DELIVERY TIME:**

There are four mandatory modules, each module requires 150 hours of study.

### **WHO SHOULD ATTEND?**

The course is suitable for those with extensive senior marketing management experience.

### **WHAT QUALIFICATIONS DO I NEED?**

You should have a CIM Professional Diploma in Marketing or the CIM Advanced Certificate in Marketing, or a Business or Marketing Bachelor's or Masters where a minimum of half of the credits come from Marketing (i.e. 180 credits in Bachelor degrees and 90 credits in Masters degrees).

The programme is delivered in English so you should be reasonably fluent in both written and spoken English, and possess a good level of IT skills.

### **WHAT ABOUT EXAMINATIONS?**

Module 2 is assessed by an examination. All other modules are assessed by assignment and work-based portfolio. Each student must also complete all the required assignments and portfolios as well as attending all the training days.

### **WHAT HELP DO I GET?**

You will be given continual guidance and support throughout the whole qualification to ensure success.

### **WHAT ABOUT CIM MEMBERSHIP?**

Once you have completed the qualification you can become a member of the CIM with extensive membership benefits.

### **WHAT ABOUT COSTS AND FEES?**

Oakwood has no intention of profiteering at the expense of our students' vocational qualifications. For this reason we maintain extremely competitive fee levels.

### **HOW DO I FIND OUT MORE OR REGISTER TO ATTEND?**

Please contact our Programme Management team for a no-obligation discussion about enrolment, fees or any other matter that needs clarification.



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