



Meeting the professional development needs of your organisation

Duration: 12 or 18 months

Attendance:

Due to the nature of this course, attendance will be flexible with classroom sessions scheduled to meet the needs of candidates.

Contact Details

FBSE - Solent Enterprise Centre

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CIM Chartered Postgraduate Diploma in Marketing (Stage 2)

Course overview

An executive level programme, this new qualification is the premier marketing qualification available globally. It is aimed at experienced marketing professionals with formal marketing qualifications who are ready for senior roles working at, or substantially influencing, Board level positions. This qualification will enable marketing professionals make the transition into roles with substantial strategic responsibility. Open to candidates with existing Postgraduate Diploma in Marketing qualifications or Masters degrees in marketing, this is an exciting opportunity for professionals to reflect on, and lead changes in, their organisation.

The Chartered Postgraduate Diploma in Marketing is the flagship professional qualification for marketing managers throughout the world. It equips students with the knowledge and skills necessary to adopt a strategic and international approach to marketing. On completion of

this course students will be adaptable, be capable of balancing and choosing between different options and be able to present compelling arguments that are feasible and viable.

Southampton Solent University has successfully run the original Professional Postgraduate Diploma in Marketing course for many years and have a pass rate which is normally above the national average. The CIM have decided that this new qualification can only be offered by a limited number of their top Study Centres and Southampton Solent University is proud to have been selected as the only centre in the Central Southern Region to be able to deliver both stages of this prestigious qualification.


**Solent
 Enterprise Centres**
 Business & Professional Development



Entry requirements

CIM Professional Postgraduate Diploma in Marketing or its predecessor Diploma in Marketing

AND

relevant marketing experience at a management level and a pass in the CIM Level 7 entry test for candidates without the CIM Professional Diploma

AND

Students should be in a position to plan, agree and implement a work based project that will involve a agreeing a learning contract and allocation of senior level learning mentor at their place of work.

Fees

Tuition fees for the academic year 2011-2012 are:

UK and EC students £1520 (2 units)

Overseas students £2300 (2 units)

CIM membership and assessment fees are additional, please see their website for information.



Course structure

Part 1: Defining the Project

Through demonstrating awareness of current and emerging themes in marketing, and their impact on the candidate's business, the students design a live business project.

Part 2: Project Implementation & Assessment

Students should produce a detailed project plan based on demonstrated best practice, implement and then critically evaluate the success of the project and the process.

Part 3: Self Review & Personal Development Plan

A critical review of personal performance resulting in clear development goals and a personal development plan.

Our staff

Our students are coached by specialist marketing academics who have practical experience in industry, commerce, services and non-profit sectors. The course is substantially self-directed with various forms of input provided at key strategic stages through some classroom sessions, small learning set interactions with other students physically and virtually and periodic meetings with supervising tutors.

How to apply

Places on the course may be reserved at any time by submission of an application form. The application form is obtainable from the SEC Administrative Officer.

Registration will also need to be made with the CIM.

www.cim.co.uk/learningzone

University code: GCIM4

Application

SEC Administrative Officer:

email: fbse.sec@solent.ac.uk

Tel: 0238031 9800

Disclaimer: Information in this leaflet is correct at the time of printing, but may be subject to change. For up to date course details and further information please contact Southampton Solent University or visit our website : www.solent.ac.uk