



Meeting the professional development needs of your organisation

Duration: 24 months

The course can be started in either September or February

Attendance:

Tuesday 6pm-9pm
(Course is subject to demand)

Contact Details

FBSE

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CIM Chartered Postgraduate Diploma in Marketing (Stage 1)

Course overview

This course is aimed at experienced marketing professionals with formal marketing qualifications who want to reach the highest levels in their careers. This qualification will help marketing professionals make the transition into roles with strategic responsibility.

The Chartered Postgraduate Diploma in Marketing is the recognised professional qualification for marketing managers throughout the world. It equips them with the knowledge and skills necessary to adopt a strategic and international approach to marketing. On completion of this course they will be adaptable, able to think creatively, be capable of balancing and choosing between different options and be developing as key influencers and leaders in their field.

Southampton Solent University has successfully run the original Professional Postgraduate Diploma for many years and has 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. 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.

Qualification

Students successfully completing the course gain the designatory letters DipM and membership (ACIM) of the Chartered Institute of Marketing and the chance to progress to Stage 2 of the Chartered Postgraduate Diploma, and become chartered marketeers, the highest level of professional marketing qualification.

Our Staff

You will be taught by our specialist marketing academics who have practical experience in industry, commerce, services and non-profit sectors.





Entry requirements

CIM Professional Diploma in Marketing
OR

Undergraduate or Postgraduate Degree
where at least half the credits come
from marketing units

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

Fees

Fees for the academic year 2012-2013
are:

UK and EC students £780 per unit

Overseas students £1180 per unit

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



Course structure

Year 1

Emerging Themes in Marketing (assignment) Sept - Jan

This unit is designed to challenge students' assumption that you already know everything about marketing. It will encourage you to think about how businesses need to respond to changing and challenging situations.

Managing Corporate Reputation (assignment) Feb-May

This unit challenges students to see that communications are a powerful and important tool in managing the reputation of an organisation's reputation, brand and positioning. Based on the realisation that the reputation of the company rests with its stakeholders, it requires you to think about the implications of this.

Year 2

Marketing Leadership & Planning (assignment) Sept-Jan

Developing the themes from the first two units, this module helps marketers think about what it means to be a leader, influencer and strategic visionary in a business of any size. Applying those skills students will critique and develop a new strategy for their organisation and plan the change process needed to make it happen.

Analysis & Decision (exam) Feb-May

This unit is designed to help prepare students to undertake a strategic audit of an organisation through the selection and application of appropriate tools and evaluation of decisions, risks and impacts of choices. This unit answers the demands of business for marketers who can undertake all types of business and financial analysis to prepare reasoned business cases.

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: GCIM3

Contacts

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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