



Meeting the professional development needs of your organisation

Duration: Courses start in September and January. They are delivered over a duration of 1 - 2 years

Attendance:

Tuesday: 2-5pm and/or 6-9pm or
Thursday: 2-5pm and/or 6-9pm

Contact Details

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CIM Professional Diploma in Marketing (Part Time)

Course overview

The CIM Professional Diploma is a stretching and challenging course which allows you to develop the marketing management skills sought after in both the private and public sectors. Candidates will be taught the important skills of creative thinking, communicating effectively, planning, prioritising, evaluating risk, running projects and evaluating decisions in a marketing environment.

Aimed at professionals with a background in marketing operations, brand management, account management or other functional management and 2-3 years work experience who aspire to, or are just entering, marketing management positions.

Assessment

Assessment will be work-based assignments and examination.

Who is this course for?

The Professional Diploma is particularly suitable for people wishing to build on a marketing career and who are looking to move into management roles. The qualification will also give you access to the world's leading professional marketing organisation. The courses cover a range of relevant business topics, in addition to marketing and sales.

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

Any Bachelors or Masters degree (or equivalent) with at least one third of the credits obtained from marketing modules

or CIM Professional Certificate in Marketing

or suitable work experience in a Marketing Management role such that students are confident of their ability to meet the learning outcomes of the Professional Certificate in Marketing AND can pass the CIM Level 6 Entry Test.

Fees

Tuition fees for the academic year 2012-2013 are: £1240

UK and EC students £310 per unit

Overseas students £445 per unit

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



Course structure

Period 1 September - January (March assessment)

Managing Marketing (assignment)

This unit aims to help students develop a practical approach to manage human and financial resources. It focuses on the marketer as a manager and tests candidates ability to apply their skills in a practical way.

Delivering Customer Value through Marketing (exam)

The focus of this unit is on helping businesses manage their offering to their markets through reasoned control of such factors as brands, pricing, distribution channels, service & communications. Students will have to prepare a business case based on a case study. Familiarity with the other three units is assumed.

Period 2 January - May (June assessment)

Marketing Planning Process (assignment)

Students will learn about, and be able to carry out, the preparation of a marketing plan in the context of a thought through understanding of the environment the firm is operating in and the impact of these planning decisions on the business.

Project Management in Marketing (assignment)

This unit will give students the skills to successfully design, promote and manage successful marketing projects through the application of information, development of cost and risk assessed business cases and the use of project management tools.

How to apply

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

Registration will also need to be made with the CIM.

www.cim.co.uk/learningzone

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