

Pass CIM Marketing with Cheltenham Tutorial College



Information Pack

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Why you should study with us

Thank you for your interest in our CIM training. This **information pack** explains how it works. Please let us know if you want to see a detailed **course profile**, **sample course material**, or if you have any questions.

We look forward to hearing from you.

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We improve your chances of a pass

Our most recent **complete-year pass rates** are for the 2007 to 2009 assessments. They are consistently better than CIM's global averages.

	2007		2008		2009	
	CTC rate	CIM rate	CTC rate	CIM rate	CTC rate	CIM rate
Certificate	85%	55%	80%	56%	76%	57%
Diploma	73%	62%	81%	63%	78%	67%
Postgraduate Diploma	65%	50%	67%	50%	65%	51%
Overall	72%	57%	78%	58%	74%	60%

If you want to know any of our pass rates in more detail, please let us know. Remember, too: if you don't pass first time, you're *still* our student – we carry on tutoring you.



Our *distance learning* CIM centre

We've been providing tuition for CIM qualifications since 1991, and train our students through **distance learning**; a flexible form of study where you and your tutor never physically meet. This creates the freedom for you to study where, when, and in whatever way works best.

We enrol around a hundred CIM students each year from around the world, and have 7 CIM tutors marking their coursework and supporting their study with phone and email tutorials.

Work flexibly for better results

You *must* aim to get the maximum result from the work that you put in; our approach is to direct your efforts towards studying in the way that suits you.

You can study *where* you want to, start *when* you're ready, choose *how many* units to study and *how fast* you study them, set your *own schedule* to suit you – you are in charge of your own study.

We provide expert support, for as long as you need it, when you need it

Your course is created by specialists in distance learning, and you'll be tutored through the course by an experienced distance learning **tutor**. You'll have your tutor's help for **two years**, and can contact him or her as much as you need to, by email, telephone and post. You'll have all the encouragement, constructive criticism and professional guidance that you need to stay on track for the best possible results.

You have a complete course

Your course will be complete, there are no hidden charges – the only extra things you'll need to do are register as a member of CIM and register for assessment.

If there's a new syllabus

If CIM change their syllabus while you're studying with us, we'll transfer you onto the new syllabus free of charge.



Our service is accredited

We're accredited by CIM, but unlike most other distance learning centres we're also accredited by the **Open and Distance Learning Quality Council**, which was specifically set up to promote good service and high standards in distance learning – we're distance learning professionals.

How we run our courses

Your course is built on our **study materials** – course books which we write and produce to replace the lectures that you might have sat through at a traditional college. We send these to you at the start of your course, and you study through them at your own speed.

We help you plan your study through our guides and advice, but we don't tell you what's best for you. That's your decision, and we provide you with the help that you want from us.

We provide you with a **tutor**: someone who will establish a one-to-one relationship with you, marking the coursework which we set for you and answering your questions as they come up. The most important part of your course is tutor support, and you'll have your tutor's support as much and as often as you need until you pass.

You can contact other students from around the world by joining our Internet **discussion group** to share experiences, advice or simply network.

Our standard support period is **two years**, not because we expect you to take that long, but because anyone can have family, work, or life changes which hold up their studies – good learning happens when you can give it the *effort and attention* it deserves, and we do what we can to help you achieve that.

You won't need to refer to lots of other books (though background reading will usually improve your marks), and can rely on our materials to give you an effective preparation for your assessment.

Find out more

If you don't have our full information pack, please let us know. The **About our College** section has more information on us, how our courses work, what to expect, how to sign up for a course, and the ways in which your effort is directed towards qualifying. If you have any questions about your studies or our courses, please contact us to discuss them.

Do give studying with us by **distance learning** some serious thought: it's a convenient, flexible, and, above all, extremely effective way to learn. You'll have all the help we can give to ensure that your course runs smoothly, no matter how your life might develop whilst you're studying with us.



CIM Course Fees



Accredited Study Centre
2010-2012

Our fees **include** VAT (only UK and EU students have to pay VAT), **our** admin costs, tuition and course material for **two years**, courier, post and

packing. They **do not** include CIM membership or assessment fees. Please see **About our College** and the enrolment form for the different ways in which you can pay.

CIM external candidate fee (UK students)

CIM make an extra charge for arranging your exam as you will be an “external candidate”. You do **not** pay this fee **if** you remember to nominate us as your study centre on your assessment registration form; the arrangement fee is covered as part of our CIM study centre accreditation and you will pay the standard exam fee.

You can take as many or as few units as you like. A **£100 discount** is already built into the fees if you choose to register for **all of the units at your level at the same time**. We pass our courier, packing, and admin savings on to you.



	UK-based students	EU-based students	All other students
Introductory Certificate			
Per unit	£275	£295	£275
Entire level	£450	£490	£450
Certificate			
Per unit	£300	£320	£295
Entire level	£1100	£1180	£1080
Diploma			
Per unit	£325	£345	£315
Entire level	£1200	£1280	£1160
Postgraduate Diploma			
Per unit	£350	£370	£335
Entire level	£1300	£1380	£1240
Charter Diploma			
Per unit	£375	£395	£355
Entire level	£1025	£1085	£965



Course material pdfs

You can purchase *electronic copies* of your course materials as **read-only pdf files** on a CD. This option costs £10 per unit; your CD is couriered to you with the hardcopy versions of your course materials.

For help and advice

If you want to discuss anything in more depth with us, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Starting your course

You start at the level that matches your *existing qualifications and work experience*. Each CIM qualification is a different level in the National Qualifications Framework (NQF). CIM's qualifications match to *four* levels:



If you're:

- *interested in finding out about marketing*, then you might start at the **Introductory Certificate** (see page 9 onwards). You don't need experience or qualifications to take this; it will ground you in the essentials of marketing theory, and gives you practical knowledge to take back into the workplace.
- *looking to advance your career*, then you might start at the **Certificate** (see page 12 onwards). It's for those in tactical marketing positions looking to progress, and gives you in-depth knowledge of everything from understanding customers to how to collect and analyse data.



- *getting into marketing management*, then you might start at the **Diploma** (see page 16 onwards). It's for marketers with operational responsibility and an eye on management. You'll learn how to plan, implement and measure marketing activities at the operational level, and understand the impact of marketing decisions on other functions within the organisation.
- *aspiring to be a senior marketer*, then you might start at the **Postgraduate Diploma** (see page 21 onwards). This is a challenging marketing qualification that demonstrates your specialist, professional knowledge across a range of areas. It's perfect if you're looking to manage and influence marketing strategy at the highest levels in your organisation.

We have to **approve your intended entry point** if CIM have not already done so. To do this, we'll need to see evidence of your previous qualifications and your CV. (You should include this information with your enrolment; the sooner we see it, the sooner we can confirm your start point.)

Each CIM qualification is made up of self-contained **units**, and *each unit* has its own CIM **assessment**. CIM's qualifications reflect the key *marketing* activities, knowledge, and skills you need to master in order to fulfil your marketing role *professionally and effectively*. Each level has its own perspective on:

- the marketing concept,
- the marketing mix,

- the marketing environment,
- marketing planning,
- marketing information and research,
- customers, stakeholders and buying,
- marketing communications,
- service delivery,
- management and leadership,
- finance,
- project management,
- risk assessment and risk management,
- monitoring and control,
- international/global issues.

For help and advice

If you want to discuss your starting level in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Joining a Cheltenham course

Once you know your starting point, you can either:

- *fill out our enrolment form* (enclosed with this pack), then post, scan/email, or fax it to us,
- *visit our website* and use the online enrolment facility,



- *email the information that we need* to us at info@cheltenhamlearning.co.uk, or
- *phone us* on 01242 241 279.

Full details are in **About our College** (please let us know if you need a copy). You can enrol *at any time*, for *any number* of units, from *anywhere* in the world as long as we can reach you. Depending on where you are in the world and which units you have chosen, you should receive your course materials and tutor details five to nine working days later.

Fees, employers and refunds

Your course fee is on our **fees list**; there should be one with this pack (please let us know if it's missing). All the information you need about paying your fees is in **About our College**, including a short business **case for your employer's support**. It's always worth asking whether there's funding available for your course.

Our fees pay for your course materials and tutor support. You will *also* need to pay membership and assessment fees to **CIM**. Should you choose to supplement your study with extra journals, books, subscriptions and so on then these will add to your expenses. Remember that they are *optional*.

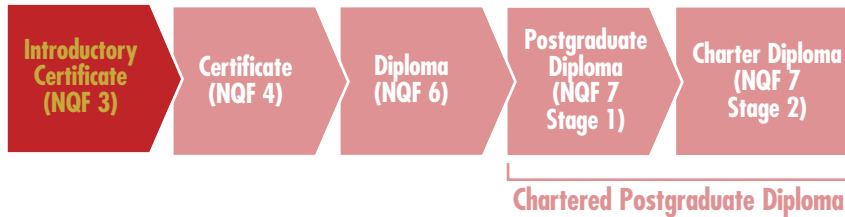
You can cancel your course with us and get a full refund at any time during your first four weeks of study if you contact us *by phone* (ansaphone message, email, fax or letter are insufficient

without acknowledgement) to let us know that is what you want to do, and then return your course materials to us with a covering note and by a service that gives proof of delivery.

If you find that you're taking the wrong level, let us know and we'll transfer you to the right one.



The Introductory Certificate



NQF 3 is equivalent to A level standard. It also encompasses NVQ Level 2.

For help and advice

If you want to discuss the Introductory Certificate in more depth, please call us on **01242 241 279** or email registrar@cheltenhamlearning.co.uk

Start here *if...*

The **Introductory Certificate** is aimed at people who want to find out more about marketing, whether they're in a job that involves marketing or not. It provides information about what marketing is, and aims to develop knowledge and skills in basic marketing tasks for people who are *working to support others*.

This includes:

- junior marketing roles,
- administrative roles in the marketing department,
- people in jobs with some marketing duties,
- people working in marketing-related environments such as event management, customer service, call centres,
- non-marketers wanting to understand marketing or to move into a marketing role.

You need to have

The Introductory Certificate is an **open** qualification, which means you don't need any previous qualifications or marketing experience. General business and/or marketing experience will help you put your learning into context.

If English is not your first language, you will need to provide evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

What the Introductory Certificate gives you

The Introductory Certificate provides a strong **starting point**. You don't need any previous experience or knowledge of marketing, and you can choose to study to suit your



requirements and time available: you may already be working and therefore want to study around work commitments, or you may be looking for a job and therefore will not have time to study during the day.

By the end of your studies you should, for example, be able to:

- **understand** the function of marketing and its role in an organisation,
- **know** about the seven Ps (product, price, place, promotion, people, physical evidence, and process), and how to **apply** the marketing mix,
- **understand** more about customers and managing customer relationships,
- **be able** to communicate with both internal and external customers using a variety of means.

Study details

There are *two* units; a unit is a self-contained course of study which has its own syllabus and which leads to an assessment. You must *pass both* to achieve the Introductory Certificate.

They are best done *in the order shown here*, with **What is Marketing?** coming first, and **Understanding Customer Relationships** second.

What is Marketing? (Course 351)

This unit provides a starting point. It focuses on the purpose, work, and role of marketing; its cross-functional importance and its contribution to organisational success. It also looks at the role of marketing as a service provider within the organisation. It will prepare you to be able to:

- **define** marketing in the context of an exchange process,
- **determine** the importance of marketing as a cross-functional activity contributing to success,
- **explain** the importance of understanding the organisation's marketing environment and the impact it has upon its ability to satisfy customer needs and wants,
- **identify** each element of the marketing mix in the context of customer needs and achieving customer satisfaction,
- **apply** the marketing mix to a range of different organisational sectors and contexts.

Understanding Customer Relationships (Course 352)

This unit focuses on developing an understanding of internal and external customers, and considers how knowledge and understanding of customers can help in designing appropriate marketing activities to engage and support them to achieve long-term loyalty. It will prepare you to be able to:

- **explain** the importance of understanding customers, and how marketing information supports the development of marketing activities to achieve customer satisfaction,



- **explain** the value and importance of the organisation's internal and external relationships, and the importance of networking, collaboration and co-operation in order to develop and maintain relationships,
- **recognise** the importance of internal relationships as an aid to marketing in establishing its cross-functional presence,
- **explain** the different ways in which to communicate with both internal and external customers in order to develop, maintain and strengthen customer relationships,
- **explain** the requirements for developing effective and efficient customer service and customer care in order to maintain successful relationships.

Study time

The Introductory Certificate typically takes **between 4 to 6 months to study**, but if you have a good idea of how much study time you'll have available to you, check the diagram on page 29 to work out a closer estimate.

Background study

We run courses that, if you do your part, set you up for a safe pass. It's useful (in getting higher grades and showing professionalism, for example) if you reserve some time to keep up with developments in marketing and business. You can do that through newspapers, magazines, radio, TV, the Internet

and the advice in your course materials. It will always help you if you look out for real-world examples of the things which you're studying.

Assessment

Each unit has its own assessment; each assessment is *different*. **What is Marketing?** has a one-hour online exam, **Understanding Customer Relationships** has a written project made up of a number of short, work-based marketing tasks. All the assessment is *practical*: based on either your own workplace or on real-world situations described to you.

There's more on assessment on page 31.



The Certificate



NQF 4 is equivalent to the first year of a foundation degree, or the first year of a standard bachelors or honours degree. It also encompasses NVQ Level 3.

For help and advice

If you want to discuss the Certificate in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Start here if...

The **Certificate** is aimed both at people working in a supporting role in that part of the organisation responsible for marketing, and at people with more senior roles where marketing is a part of what they do.

You start at this level if, for example, you are a:

- marketing assistant,
- marketing co-ordinator, or
- marketing executive,

or if:

- your organisation does very little marketing itself, and you are responsible for it, or
- you want to change your career to marketing.

You need to have

To study the Certificate, you will need to have either:

- a minimum of two A levels,
- any general bachelors or masters degree,
- the CIM Introductory Certificate in Marketing,
- an NVQ or SVQ Level 3 in Marketing,
- an NVQ or SVQ Level 4 in any other subject,
- an international baccalaureate,
- another appropriate qualification approved by CIM, or
- commercial experience in business and/or marketing so that you can successfully complete the Level 4 entry test.

General business and/or marketing experience in a support role would be helpful but is not essential. Note: qualifications over ten years old might not be considered.



If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

What the Certificate gives you

The aim of the Certificate is to provide a strong foundation of marketing knowledge. This is relevant to you if you want to become a marketing professional, and if you want to back up your practical experience with theory and move on to jobs with greater responsibility and demands.

By the end of your studies you should, for example, be able to:

- **understand** the function and fundamentals of marketing in some depth – including how to write and execute a marketing plan,
- **know** the many different ways of understanding and communicating with customers, and the functions these methods serve,
- **understand** your organisation's marketing environment, its many constituent parts, and how they work in unison,
- **apply** your practical knowledge – including collecting and analysing data, and establishing marketing budgets.

Study details

There are four units; a unit is a self-contained course of study which has its own syllabus and which leads to an assessment. You must pass all four to achieve the Certificate.

They are best done in the order shown here with **Marketing Essentials** coming first, and **Stakeholder Marketing** last.

Marketing Essentials (Course 361)

This unit aims to provide a detailed explanation of the key theories and practice behind marketing, and also how it creates value for customers in the short to medium term. It discusses the importance of the marketing planning process and the role of marketing across the organisation. It will prepare you to be able to:

- **explain** how marketing has evolved and the importance of market orientation in creating customer value,
- **assess** the importance of marketing, its cross-functional role and the contribution it makes to the organisation and society,
- **identify** and **explain** the stages in the marketing planning process,
- **assess** the key elements of the internal and external marketing environment that impact upon the organisation, its objectives and its activities,
- **identify** and **describe** the characteristics and applications of each element of the marketing mix (the 7Ps).



Assessing the Marketing Environment (Course 362)

This unit aims to provide an understanding of the nature and scope of the internal and external marketing environments, with a broad consideration of the impact of international and global marketing. It will prepare you to be able to:

- **explain** the nature and scope of the internal marketing environment, including the resource perspective,
- **distinguish** between the types of organisation within the public, private and voluntary sectors, and **understand** the different influences and challenges they face and how their goals differ as a result,
- **identify** and **explain** the different characteristics of the micro environment and **recognise** the sources of information required to gain a good understanding of it, together with its drivers and challenges,
- **assess** the importance and potential impact of key trends in political, economic, social, technological and legal/ethical/regulatory influences on a market-oriented organisation,
- **consider** the implications for an organisation pursuing both economic and environmental sustainability as part of its agenda for corporate social responsibility (CSR).

Marketing Information and Research (Course 363)

This unit focuses on the importance of marketing information in gaining a more in-depth understanding of both the market in which the organisation operates and the customers it seeks to serve. It will prepare you to be able to:

- **identify** appropriate information and marketing research requirements for marketing decision-making,
- **evaluate** the importance of customer databases and their contribution to providing detailed market information to support marketing decisions,
- **review** the processes involved in establishing an effective database,
- **explain** the nature and scope of the research industry and **discuss** the importance of working in line with the industry's code of conduct,
- **explain** the process for selecting a marketing research supplier, in domestic and international markets, **developing** the criteria to support the selection,
- **explain** the process for collecting marketing and customer information, using appropriate primary and secondary sources,
- **appraise** the appropriateness of different qualitative and quantitative research methodologies to meet different research situations.



Stakeholder Marketing (Course 364)

This unit shows you how to recognise the nature and scope of an organisation's diverse range of stakeholders (of which customers are part), and their relative importance to the marketing process and the market-oriented organisation. It will prepare you to be able to:

- **assess** the relative importance of organisational stakeholders to the marketing function, and the impact they have on the organisation's marketing activities,
- **explain** the importance of relationship marketing in the context of the organisation's stakeholders in achieving stakeholder interest, involvement, commitment and loyalty,
- **explain** how the marketing mix can be effectively co-ordinated to support internal and external stakeholder relationships,
- **explain** how to co-ordinate the communications mix to communicate effectively with the organisation's stakeholders in line with budget and time requirements,
- **evaluate** key methods for measuring the success of marketing mix and communications activities.

Study time

The Certificate typically takes **between 8 to 12 months** to study, but if you have a good idea of how much study time you'll have available to you, check the diagram on page 29 to work out a closer estimate.

Background study

We run courses that, if you do your part, set you up for a safe pass. It's useful (in getting higher grades and showing professionalism, for example) if you reserve some time to keep up with developments in marketing and business. You can do that through newspapers, magazines, radio, TV, the Internet and the advice in your course materials. It will always help you if you look out for real-world examples of the things which you're studying.

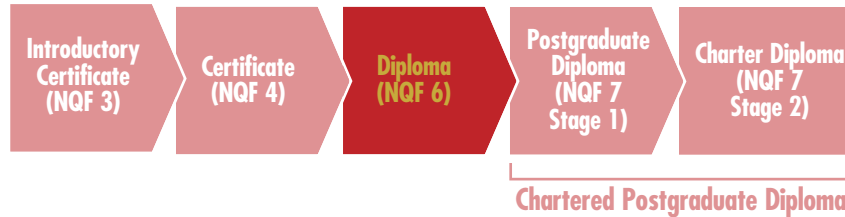
Assessment

Each unit has its own assessment; each assessment is *different*. **Marketing Essentials** has a three-hour exam, **Assessing the Marketing Environment** requires you to do specified preparation which you take into an exam, **Marketing Information and Research** has a marketing research project, and **Stakeholder Marketing** requires a research report. All the assessment is *practical*: based on either your own workplace or on real-world situations described to you in a case study brief.

There's more on assessment on page 31.



The Diploma



NQF 6 is equivalent to an honours degree. It also encompasses NVQ Level 4. If you have *good* marketing-relevant qualifications you will be allowed to start at this level, but you must remember that CIM *will assume* that you are completely familiar with the topics taught at Certificate. If you're not, you will need to do some background study to get the most out of your course.

For help and advice

If you want to discuss the Diploma in more depth, please call us on **01242 241 279** or email registrar@cheltenhamlearning.co.uk

Start here if...

The **Diploma** is intended for people who have already been working in marketing for some time and have earned some

seniority, or who are entering work with a strong academic background in marketing.

You start at this level if you're a marketer with operational responsibilities and on a management career path; for example if you're a:

- departmental manager,
- product/ brand manager,
- marketing manager,
- account manager,
- marketing executive,
- business development manager.

You need to have

The Diploma is similar in level to an honours degree, which means you'll need to meet at least one of these criteria to study it:

- the CIM Certificate in Marketing.
- an appropriate business or marketing bachelors or masters degree (or an equivalent qualification) from a provider that's formally recognised by the appropriate official body and by CIM, where a minimum of one third of the credits come from marketing (i.e. 120 credits in a bachelors degree; 60 credits with a masters degree).
- experience in a marketing management role that has



provided you with the ability to evidence that you can meet the learning outcomes of the CIM Certificate in Marketing if required to do so and is sufficient to pass the entry test to Level 6.

Note: qualifications over ten years old might not be considered.

If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

What the Diploma gives you

The Diploma focuses on career progression within the marketing function: moving from roles where understanding is needed to ones where you will start to provide direction and momentum. It provides knowledge, skills and “ability to do” and is a hybrid of marketing practice and management skill, preparing you for tasks in, for example:

- people management,
- budget management (bidding for budget),
- team leadership and management,
- assessing risk,
- project management,
- resource co-ordination,
- delivering the value proposition and marketing success,
- managing marketing intelligence,

- problem solving,
- implementing the strategic business/marketing plan,
- measurement and control,
- channel management,
- leading on NPD and innovation,
- communications – internal and external,
- agency management and account handling.

Study details

There are four units; a unit is a self-contained course of study which has its own syllabus and which leads to an assessment. You must pass all four to achieve the Diploma.

They are best done in the order shown here, though we will advise you to start with the unit that is closest to your strengths. It's always best to do **Project Management in Marketing** last, however.

The Marketing Planning Process (Course 371)

This unit provides a detailed understanding of marketing plans, the planning process and its links with the delivery of marketing strategy. It considers the nature of the marketing environment and its impact on developing marketing plans to achieve strategic outcomes and competitive advantage in the market place. It also considers segmentation, targeting and positioning.



It will prepare you to be able to:

- **apply** the marketing planning process to a variety of organisational contexts and sectors,
- **relate** the challenges posed by a changing marketing environment to the planning needs of different organisations and **devise** positioning strategies in response,
- **evaluate** the role of the planning process and marketing plan implementation in a range of contexts, including the organisation's strategy, culture and broader marketing environment,
- **evaluate** the interconnectivity between corporate, business and marketing objectives and **consider** the impact of the external environment and organisational resources on their development and achievement,
- **conduct** a marketing audit, including a detailed analysis of internal and external marketing environments,
- **assess** the findings of the audit and develop an strategy-appropriate marketing plan that is responsive to change,
- **critically assess** segmentation, targeting and positioning, their interaction, and develop effective strategies for them,
- **use** a range of positioning platforms (including price, quality, service and brand perception) to establish an organisation's marketing positioning strategy,
- **develop** strategies and plans which are sympathetic to retaining existing customers.

Delivering Customer Value Through Marketing (Course 372)

The unit focuses on the development and execution of marketing activities designed to achieve customer satisfaction and meet organisational objectives, through marketing mix strategies which also deliver stakeholder value. It includes development of the product portfolio, managing marketing channels, managing the communications mix, and managing the service expectations of customers. It will prepare you to be able to:

- **apply** the marketing mix and **determine** strategies that deliver highly effective and competitive marketing activities that meet customer needs and organisational objectives, in different organisational contexts and sectors,
- **be aware** of both domestic and international contexts for these activities,
- **develop** and **manage** a brand and product portfolio in the context of the organisation's marketing strategies and objectives,
- **develop** and **implement** an effective and efficient channel management strategy which reflects the needs of stakeholders and considers the impact of the external environment,
- **develop** an effective and innovative communications strategy and plan which clearly delivers the organisation's proposition to the market, through effective segmentation and targeting of internal and external markets,
- **use** an innovative and effective integrated marketing mix to reinforce the organisation's brand values and overall marketing proposition and competitive advantage,
- **determine** customer requirements for product and service delivery to ensure the marketing proposition is customer-focused, efficient and effective.



Managing Marketing (Course 373)

This unit focuses on developing a managerial skillset, including the knowledge and understanding required to develop and manage the marketing infrastructure and the organisation's talent development, capability and capacity. This includes developing effective quality systems and processes to support compliance and approaches to measuring and monitoring marketing activities. It also includes developing and managing marketing teams, co-ordinating the human, financial and physical resources within the team effectively. An important aspect of the unit is a detailed understanding of managing the financial side of the marketing function in order to ensure that performance consistent, reliable and effective. The unit will prepare you to be able to:

- **recommend** how a marketing function should be structured to deliver competitive advantage, marketing and organisational success,
- **assess** a range of approaches that can be used to manage the marketing function on a day-to-day basis,
- **prepare** plans for showing how a team should be structured, selected, formed, managed and developed to **demonstrate** effective performance against objectives,
- **critically assess** the organisation's resource needs and capabilities for the marketing team and manage its marketing activities effectively and efficiently,
- **prepare** appropriate budgets and accounting documentation to support the financial management of the marketing function and associated activities,
- **critically assess** the ongoing financial situation including manageability of the budget, financial stability and success of the marketing function.

Project Management in Marketing (Course 374)

This unit focuses on the proactive development and delivery of a justified management process to support the initiation, implementation and control of marketing projects, including the use of research and information and preparing proposals and briefs to identify needs comprehensively. It includes evaluating marketing project proposals and prioritising them on the basis of fit with market conditions, organisational capacity, competitor activity and strategic management, while concurrently managing the associated risk of implementing particular plans. It also covers the implementation of marketing proposals, including an in-depth view of project management, but also integrating knowledge from the other units at this level. This unit will prepare you to be able to:

- **identify** the organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects,
- **develop** an effective business case, complete with justifications, financial assessments and consideration of the organisation's resource capacity and capability to deliver,
- **undertake** a risk assessment programme with suggestions on how to mitigate for risks facing the organisation and the achievement of its business and marketing objectives,
- **design, develop and plan** significant marketing programmes, using project management tools and techniques, designed to deliver marketing projects effectively, in terms of quality, resource and delivery,
- **integrate** a range of marketing tools and techniques to support the development and implementation of a range of marketing projects,



- **monitor** and **measure** the effectiveness and outcomes of marketing projects through the end-to-end project process.

Study time

The Diploma typically takes **between 9 to 14 months** to study, but if you have a good idea of how much study time you'll have available to you, check the diagram on page 29 to work out a closer estimate.

Background study

We run courses that, if you do your part, set you up for a safe pass. It's recommended (in getting higher grades) and a stated CIM expectation (to show professionalism, for example) that you regularly spend some time keeping up with developments in marketing and business. You can do this through newspapers, magazines, radio, TV, the Internet and the advice in your course materials. It'll always help you if you look out for real-world examples of the things which you're studying.

Assessment

Each unit has its own assessment; each assessment is *different*. **The Marketing Planning Process** has a work-based assignment involving the preparation of a marketing plan;

Delivering Customer Value Through Marketing has a three-hour exam based on pre-seen case material; **Managing Marketing** has a work-based assignment; **Project Management in Marketing** has a work-based project requiring an in-depth study of a specific and focused area of business activity.

There's more on assessment on page 31.



The Chartered Postgraduate Diploma



NQF 7 is the level at which you'd find a masters degree, for example. It also encompasses NVQ Level 5. Note that you'll be assumed to be very comfortable with everything that's been taught at the lower levels of the CIM scheme.

For help and advice

If you want to discuss the Chartered Postgraduate Diploma in more depth, please call us on **01242 241 279** or email registrar@cheltenhamlearning.co.uk

Start here *if...*

The **Chartered Postgraduate Diploma** is a challenging marketing qualification that lets you demonstrate the specialist,

professional knowledge you've gained through years of experience.

It's intended for people who are ready to focus on the strategic aspects of marketing management at the highest levels. You will be older, with real-world experience as a middle or senior manager working in marketing as, for example, a marketing manager, business development manager, strategic marketing or brand manager. You will have *significant* marketing qualifications and are ready for:

- strategic/senior management roles,
- director roles,
- roles that report to the board and influence its decisions,
- cross-functional roles that have a business impact.

You need to have

Stage 1, the Postgraduate Diploma is similar in level to a masters degree, which means you will need to meet at least one of these criteria to study it:

- the CIM Diploma in Marketing,
- an appropriate business or marketing bachelors or masters degree (or an equivalent qualification) where a minimum of half of the credits come from marketing (i.e. 180 credits in bachelor degrees and 90 credits in masters degrees) from a provider that's formally recognised by the appropriate official body and by CIM,



as well as:

- a range of experience working at senior marketing management level that has provided you with the ability to evidence that you can meet the learning outcomes of the CIM Diploma in Marketing if required to do so and is sufficient to pass the entry test to Level 7.

Note: qualifications over ten years old might not be considered.

If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

- guiding corporate decisions,
- managing growth, transition and transformation,
- competitive positioning,
- leading and influencing,
- cultural design,
- managing headcount and human capital,
- internal networking,
- coaching/mentoring,
- managing corporate resources effectively,
- business strategy development,
- budget planning,
- strategic IMC.

What the Chartered Postgraduate Diploma gives you

The Chartered Postgraduate Diploma is designed to enable you to make the transition into strategic management, working more cross-functionally and at a more senior management level, where you will be expected to make a significant contribution towards the organisation's corporate and business strategy, contribute to board decisions, and demonstrate a high level of leadership and influence. This is expressed, for example, in:

- strategic responsibility for marketing decisions,
- creating broad organisational impact,
- developing vision and long-term direction,



Stage 1

The Postgraduate Diploma

The **Postgraduate Diploma** provides the knowledge, skills and knowhow for the Chartered Postgraduate Diploma, giving senior marketing managers an insight into defining the organisation's strategic focus, and developing marketing strategies and the corporate communications plan.

There are four units; a unit is a self-contained course of study which has its own syllabus and which leads to an assessment. You must pass all four to earn the Postgraduate Diploma.

CIM recommend that the units are studied in the order shown here. This is often not practical for the many students who study over a longer time period, so we recommend starting with **Analysis and Decision**, and to make sure you have studied **Emerging Themes** before the final unit, **Managing Corporate Reputation**.

Emerging Themes (Course 381)

This unit enables you to critically evaluate the impact of a range of new and emerging themes on marketing, organisations and the changing marketing environment. It also helps you build and refine the skills necessary to anticipate and adapt to future changes.

You're expected to take a strategic perspective of the impact of these themes at a sector/industry level, as well as upon the organisation you work for, or another you know well.

CIM continually highlights the most influential developments in which it sees its chosen themes at work. Recently, these have included: political devolution, network governance, credit crunch, changing demographics, migration, health and obesity, emerging technologies and their impact on business, social networking, 3D printing, climate change, societal/social and green marketing, digital marketing, customer power, ethical consumption, collaboration and competition between organisations, business sustainability and the triple bottom line, intelligence gathering, creative and flexible thinking.

Analysis and Decision (Course 382)

This unit comprises: strategic audit; strategic options; making strategic marketing decisions. Its overall purpose is to prepare you to formulate and implement context-appropriate strategy. To achieve this, you will learn to:

- **undertake** a sophisticated strategic audit that helps prioritise the key issues, opportunities and risks facing an organisation in meeting its future objectives.
- **use** your strategic audit to **generate** strategic options and **critically evaluate** those options in respect of the key issues faced by the organisation.
- **recommend** an option based on, and justified by, a critical evaluation of its suitability in the specific situation.

This process necessitates mastering the skills of analysis and argument, including: qualitative and quantitative analysis; justifying decisions; providing reasoned arguments for recommendations; applying financial and risk models to support assessments;



demonstrating an understanding of how decisions will support the achievement of the organisation's vision, mission and strategic business and marketing objectives.

Marketing Leadership and Planning (Course 383)

This unit enables you to develop effective, high-level marketing strategies relating to an organisation's corporate and business strategic intent in the short, medium and long terms. You should be able to analyse the corporate strategy, determine a range of high-level marketing and relationship strategies, and demonstrate how these strategies will deliver an organisation's desire for growth and expansion, its changing stance on CSR, ethics and key strategic decisions.

The focus is on developing and delivering strategic marketing plans to support the delivery of an entire organisation's value proposition. To achieve effective, innovative and creative plans, you must recognise the need for sophisticated change management programmes, designed to enable an organisation to be increasingly flexible and responsive in meeting the changing requirements of the marketplace, balanced against the requirements of corporate strategy. You must consider the reasons for change and the types of change management plans that should be put in place.

This unit provides a detailed understanding of the major issues in developing a relevant, agile and flexible market-oriented organisation, which can respond to a dynamic and changeable market environment. This includes a detailed understanding of the issues concerning the degree of influential leadership required to

execute such change within an organisation, both from the top down and from the bottom up. This will require a thorough understanding of the resources required to implement change within an organisation and to establish the level of competence and capability required to deliver an organisation's value proposition to its key stakeholders and markets.

Managing Corporate Reputation (Course 384)

The strength and character of a place, entity or organisation's reputation represents the way in which a complex range of stakeholders perceive it. This is not necessarily the way it intends to be seen. This gap can be due to a range of forces, some slow, foreseeable and manageable, and some sudden, unforeseen and relatively unmanageable. All can result in underperformance, destabilisation, financial difficulties, leadership change, a fall in market valuation, and even difficulty in raising finance or recruiting the right personnel.

This unit explores ways in which organisations (and others) can minimise the gap and avoid these potentially serious issues. It focuses on learning to manage in the following ways:

- **critically evaluate** the way organisations develop their identities, and some use these to form images and assign reputational status,
- **critically analyse** the elements that contribute to the identity that an organisation projects to its stakeholders, sometimes through a corporate brand,
- **critically evaluate** links between how an organisation wants to be seen and how it is seen, namely corporate communications.



Study time

The Postgraduate Diploma typically takes **between 10 to 16 months** to study, but if you have a good idea of how much study time you'll have available to you, check the diagram on page 29 to work out a closer estimate.

Background study

We run courses that, if you do your part, set you up for a safe pass. The Postgraduate Diploma is a masters level qualification: doing your part will involve some self-directed and inspired reading and research.

We will cover all of the explicit knowledge outcomes of the CIM syllabus, but the assessment CIM uses means that you will need to research your own organisation thoroughly and follow your own topic interests.

Your tutors will support you in this in the context of the individual units, but they will rely on your attitude and enthusiasm to give them the opportunities to help you.

We will also expect a lot of general background reading so you can keep up with developments in marketing and business. You can do that through newspapers, magazines, radio, TV, the Internet and the advice in your course materials, but for the highest marks you will need to include some books written by

the top thinkers and technical journals as well. At this level you must constantly show an awareness of the marketing aspects of relevant current affairs.

Assessment

Each unit has its own assessment; each assessment is *different*. The assessment at this level is complex, reflecting more closely high-level real world tasks:

- **Emerging Themes** – you survey the journalistic media for a sector of your choice and then write an article for it focusing on relevant, emerging, contemporary issues.
- **Analysis and Decision** – you receive a lengthy case study for analysis and later answer relevant, substantial questions in a conventional three hour exam.
- **Marketing Leadership and Planning** – this is a work-based project looking at a range of strategic organisational challenges in a workplace setting, and requiring you to demonstrate strong and relevant leadership in their resolution.
- **Managing Corporate Reputation** – this is a work-related assignment examining different aspects of corporate reputation in the context of your organisation or one you know well. Different answer formats will be set in each assessment: report, article, case study, white paper and so on.

There's more on assessment on page 31.



Stage 2 Charter Diploma

The **Charter Diploma** is a multi-part unit with the overall title of **Leading Marketing**. It's framed as a substantial work-based dissertation project.

The aim is for you to develop a key area of interest to you at the same time as developing the skills and knowledge required to design, develop, implement and evaluate a business project. You will also develop areas of professional competence in the process:

- [a] **choose** one of the key emerging themes identified in Stage 1 and **apply** it to a major business project within your organisation or business sector. There is an expectation that you **understand** the latest issues and thinking in marketing.
- [b] **identify** the skills and knowledge required to **implement** the business project successfully and **assess** your personal competence in these areas.
- [c] **evaluate** the success of the business project in the light of current knowledge on the topic.
- [d] **evaluate** your role within the project in terms of skills and behaviours, and **identify** your future CPD needs.

You're encouraged to develop personal effectiveness through critical self-awareness and self-reflection, hopefully moving into a new mode of learning, with a heavy reliance on self-

managed learning, where we, as your college, **mentor** you rather than teach.

You need to have

This is Stage 2 of the Chartered Postgraduate Diploma, therefore you must already have the Stage 1 Postgraduate Diploma or its equivalent.

In addition, you must:

- have a range of experience working at senior marketing management level that has provided you with the ability to evidence competence in managing marketing resources and contributing to business decisions from a marketing perspective,

and

- be in a position (preferably working) to plan, agree and implement a work-based project that is relevant to your business context.

Leading Marketing Part 1: Defining the Project (Course 391)

This Part prepares you to lead the design, implementation and evaluation of a strategic business project within your own



organisation or business sector. Your project will make a significant contribution to your employer or business sector.

You'll explore an emerging marketing theme and evaluate its impact on current marketing practice. You're expected to provide a project proposal in which you have critically evaluated current published work on the emerging marketing theme and identified the key issues and opportunities facing the organisation or business sector.

In undertaking your literature review, you should also be able to critically evaluate the skills, behaviours and knowledge required to lead a successful project and to critically assess your personal competence in those areas.

By the end of Part 1, you should be able to:

- **demonstrate a critical awareness** of current and emerging issues in marketing that is informed by leading-edge research and practice in the field,
- **propose** a strategic response to an emerging marketing theme that considers the impact on marketing and its interaction with other parts of the organisation,
- **critically evaluate** the skills, behaviours and attitudes required to lead strategic marketing projects.

Leading Marketing Part 2: Project Implementation and Assessment (Course 392)

This Part prepares you to design, implement and assess your strategic business project. You will apply appropriate research methods to identify and explain the procedures and processes that will be used to

design and implement the strategic business project and to assess the success of the project.

It's anticipated that you will identify the need for primary research, however, secondary research may be acceptable if the project is suitable for this approach. You'll be expected to define success in order to explore methods of measuring success.

Following implementation, you'll use the procedures identified within your research methods to assess project success against key performance indicators. You'll also be expected to make recommendations to improve the implementation of future business projects.

By the end of Part 2, you should be able to:

- **critically assess** published research to determine methods of designing, implementing, measuring and monitoring the success of a project and marketing performance,
- **design and conduct** research into marketing and business issues using a range of business data, research sources and appropriate research methods,
- **demonstrate** the relationship between theory and professional practice through the application of a range of appropriate assessment tools and techniques to measure project success,
- **critically evaluate** project success and recommend appropriate actions to improve the implementation of future business projects or to revise approaches to practice.



Leading Marketing Part 3: Self Review and CPD (Course 393)

This Part prepares you to critically assess your role in leading and implementing the business project using the procedures and processes identified within your research methods.

You're expected to assess the skills, knowledge and competences you used throughout project implementation. You'll be expected to identify areas where you have developed during the project, areas where you consider you have some expertise and areas for future development. You'll then produce a plan for your Continuing Personal Development.

By the end of Part 3, you should be able to:

- **critically assess** personal performance and provide a range of evidence that demonstrates that you can take responsibility for your own personal and professional development,
- **develop** your ability to operate effectively in a strategic marketing role through continuing professional development.

Study time

The Charter Diploma is difficult to predict as it is entirely based on your self-directed research, but in terms of quality of work, we would expect **at least 200 hours of study over at least 10 months** for a well-composed research report.

Background study

In a sense the Charter Diploma is entirely about your research, writing and the assessment, though we do provide resources to guide you through the process.

Assessment

There is one single assessment covering the entire unit. You will produce a 16,000 word report in three stages, each stage corresponding to one of the Parts outlined earlier:

- **Part 1** – project proposal, literature review, some self-evaluation of your skills to carry out such a project.
- **Part 2** – design, implement, assess a strategic business project.
- **Part 3** – performance review of your involvement with the project, not just your academic achievement but also behavioural improvement throughout the project management process, leading to a professional development plan.

Although each Part is marked, only one grade is awarded, on completion of the *entire* project.

There's more on assessment on page 31.



Achieving Chartered Marketer status

When you've passed Stage 1 you will be able to, with appropriate additional work experience, upgrade your membership of CIM to **Full Member** status (MCIM).

When you've passed Stage 2, you should be eligible to upgrade your member status to Chartered Marketer *provided you have gained the relevant experience*.

Undertaking either Stage will provide you with **CPD hours**. To achieve Chartered status, you need to register on the Chartered CPD Programme and log two consecutive years of Continuing Professional Development (CPD).

CPD points can be gained from marketing experience and from updating your knowledge in a variety of ways, including studying for CIM qualifications. You should register on the CPD programme so that a record of your achievements can be made and appropriate status awarded when sufficient experience and CPD points have been gained.

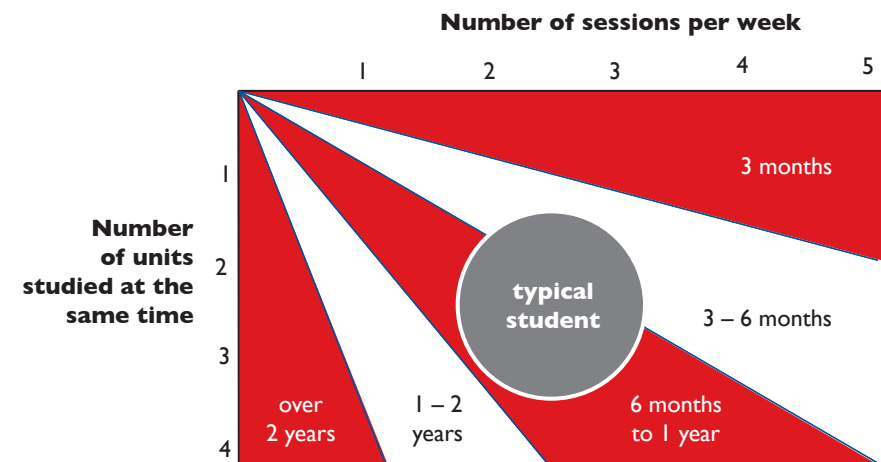
For more information visit www.cim.co.uk/charteredcpd

Finding the time

We don't tell you how to spend your time, so no two students spend their time in the exact same way. Each student finds out and applies the time that they have to go at the speed that is best for them.

A lot will depend on your personal strengths and weaknesses. Depending on the courses you've done in the past, the experience that you have, and the research and reading you decide to do, you may find that one unit goes quickly whilst another one takes twice as long.

This is a very rough guide; many students can work more quickly, and many have to take longer:





A **session** on the diagram is about 2½ hours' work; what you might expect to do in an evening. You should aim to work for at least a session a week; it's difficult to manage more than four. Units will also take more work as you go up in level.

You should also take holidays during your study the same way that you take holidays from work but, just like work, remember that you need to put the hours in nine weeks out of every ten to be successful.

For help and advice

If you want to discuss managing your study time in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

CIM membership and assessment

The **Chartered Institute of Marketing** (CIM) is the largest, longest-established, international professional marketing body in the world.

It represents a global community of over 50,000 CIM members, defines the national marketing standards that operate in the UK, and champions best practice globally.

Its record in marketing education is unequalled, and CIM qualifications are recognised by all marketing professionals in the UK and in 80 other countries, with the CIM Postgraduate Diploma being widely accepted as a benchmark of competence and ability in the marketing field.

CIM provides the industry standard, developing the marketing profession, maintaining professional standards, and improving the skills of marketing practitioners.

Membership

If you haven't already registered with CIM, you should do so now. You need to be a studying member to follow the course and we cannot join CIM for you. CIM's information services, member magazine, and branch activities will be a big help in



your studies, too, and improve your confidence in dealing with your job.

For information on applying for CIM membership, qualifications, applications, fees, assessments, or membership benefits, please contact **CIM Membership Services** on +44 (0)1628 427 120 or email qualifications@cim.co.uk

You can also fax CIM on +44 (0) 1628 427 158.

Membership Services,
The Chartered Institute of Marketing,
Moor Hall, Cookham,
Maidenhead
SL6 9QH

www.cim.co.uk/joinonline
www.cim.co.uk/learningzone

You should full membership information from CIM as soon as you can; what we've given here is only a summary. CIM will provide more information if you contact them direct.

CIM fees

Our fees cover *our* course; you will have additional **CIM fees**. CIM charge a membership fee that you pay each year. This varies with where you are in the world. CIM also charges assessment fees. These can vary according to the level and type

of assessment you're doing. Note that fees tend to change each summer.

Registering for assessment

Assessment takes place **four** times a year, in March, June, September and December.

You must be registered as a CIM member to take CIM assessments. There's a charge for each assessment that you take. You make your own assessment registration through CIM; we can't do it for you.

Registration is done using a CIM form or through CIM's website, and you can register only on to the *next* session of assessment; you cannot, for example, register for the December 2012 exam in May 2011.

CIM provide a **deadline** for registration; they don't accept late entries. Generally, if you wish to take a March (Spring) assessment, you will need to have registered it with CIM by early December; June (Summer) by early April; September (Autumn) by mid July; December (Winter) by early October.

CIM will give you the exact dates; postal and online registration deadlines are different.

For **assignment/project-style assessments**, *we* need an extra couple of months' notice above that. We need to plan for your first draft marking.



Exams

Exams are traditional, written, and three hours long. They take place at a CIM exam centre; CIM will allocate you to the closest available exam centre based on the information you give them on your assessment registration form. CIM will contact you to confirm your exam venue about four weeks before the exams begin.

Important: If you're a UK student, CIM make an extra charge for arranging your exam as you will be an **external candidate**. You don't, however, have to pay this fee *if you remember* to nominate us as your study centre on your assessment registration form; the arrangement fee is covered as part of our centre accreditation and you'll pay the standard exam fee.

For help and advice

If you want to discuss the CIM assessments in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Language

All CIM assessment is in (British) English.

Special consideration

If you require **special needs arrangements**, make sure you include them on your assessment registration form, supported by medical evidence where appropriate. Contact CIM for further guidance.



Cheltenham enrolment form for CIM study

Thank you for choosing to study with us.

This is your **enrolment form** – the document that we use, for example, to check your CIM entry level, despatch your study materials to you, choose your tutor, make sure coursework returns to you quickly, and contact you should any part of your course change. **It is our form** and not the Institute's: you will need to fill out *different* forms for your CIM membership and assessment registration.

Please fill out as much of the form as you can, and in **BLOCK CAPITALS**. We are registered under the Data Protection Act 1998.



For Cheltenham use	Student Number
Enrolment Date	Despatch Date
Invoice Number	Receipt Number

Section 1 – your personal information

Title (Dr, Mr, Ms, other) _____

Family name _____

Other names _____

Are you

Male Female

Have you studied with us before?

Yes No

If you have, please write your **most recent** Cheltenham student number here



Delivery details for course materials

Someone will need to **sign for your study materials** when they are delivered.

Address _____

Postcode _____
email _____
Daytime telephone _____
Mobile _____
Fax _____

Contact details for tutor support

If you want us to use a different address for **contacting** you, in returning coursework for example, please give it here.

Address _____

Postcode _____
email _____
Daytime telephone _____
Mobile _____
Fax _____

Section 2 – your profile

Please tell us about yourself.

Tick here if you have attached your CV instead

What are the highest level qualifications that you already possess?

How many years' work experience do you have?

How much of that time has been spent working in **marketing**?

Please tell us about your current or most recent occupation.

Job title _____
Organisation _____
Time in this role _____
Briefly describe your work _____



Please tell us about any things (family, work or personal) which **may** affect your study with us.

Three horizontal lines for text entry within a light red box.

How did you hear about Cheltenham Tutorial College? Please tick **all** the boxes that apply:

- through CIM
- through a colleague
- searching the Internet
- through your employer
- through our advertising
- we sent you a mailshot

Please tell us where you remember seeing us, **both** in print and on the Internet

Three horizontal lines for text entry within a light red box.

Section 3 – your course

Please tell us about your CIM studies.

If you already have a **CIM membership number**, please write it here

A light red rectangular box for entering a CIM membership number.

When are you aiming to do your **CIM assessment** (i.e. exams, projects)?

A light red rectangular box for entering the date of the CIM assessment.

You **don't** have to make a final decision now, but if you have a date in mind we can check that it is feasible.

Have you had your **entry level** approved by CIM?

Yes No

If "No", **we** will need to approve it. To do so we will need **evidence** of your suitability for the units you are planning to take. Please include **copies** (do not send originals) of any relevant academic qualifications, professional body membership cards, current job description and CV with this enrolment.

Please note that any qualifications must be **no more** than ten years old.



Now please tell us **which units** you wish to take.

Course Number	Unit Title	Fee
Total		

I am paying by **company** or **personal** credit/debit card.

Please charge **the following credit/debit card** (fill out details as applicable):

Number _____

Valid from date _____

Expiry date _____

Security number _____

Issue number _____

Section 4 – payment details

Please tick the boxes that apply to you and fill in any appropriate details. If your course fees are **being paid from more than one source**, please indicate how much of your fees are being paid by which method.

I want you to **invoice** my organisation

Please attach a **purchase order** or **official letter** accepting responsibility for your fees.

I am paying by **company cheque** or **personal cheque**.

Please make cheques **payable to** "Cheltenham Tutorial College".

Name on card _____

Cardholder's address _____

Cardholder's signature _____

Date _____



Section 5 – please sign and return

Please make sure you have included any necessary documents and payments before sending this form to us.

Do you want us to acknowledge receipt of your form?

Yes No

The information I have submitted in support of my enrolment is correct to the best of my knowledge; I agree to the **conditions of enrolment** contained in this information pack, and to pay my fees as shown on this form. I confirm that I am aged 18 or over.

Signed _____

Date _____

Please either **post**, **scan/email** or **fax** this form to:

FREEPOST RRBY-KZSE-ATZE
The Registrar
Cheltenham Tutorial College
292 High Street
Cheltenham
GL50 3HQ

T +44 (0) 1242 241 279
F +44 (0) 1242 234 256
E info@cheltenhamlearning.co.uk

No stamp needed **if posted in the UK.**