



THE CAMBRIDGE  
CHARTERED PROGRAMME



# THE CAMBRIDGE CHARTERED PROGRAMME

## CHARTERED MARKETER STATUS

Chartered Marketer status is the benchmark of a qualified, experienced and up to date marketing professional. Achievement of Chartered status is international recognition that the holder has achieved, and maintains, an ability to practise marketing at the highest level. In common with Chartered programmes in other professions, Chartered Marketer status is becoming a requirement for those holding the top marketing posts in Corporations and Institutions.

Chartered status is achieved through accumulating CPD hours for 2 years. At present, the CIM requirement is for 35 hours of qualifying activity per annum. Many marketers find it a struggle to account for the required number of hours, and to provide the necessary proof of having earned the hours. This will become a growing problem as the CIM is likely to increase the requirement in future years.

### THE CAMBRIDGE CHARTERED PROGRAMME

Cambridge Marketing College has developed a unique support programme to help you gain and maintain your Chartered status. Called the Cambridge Chartered Programme (CCP), this set of activities gives you the *opportunity* and the *motivation* to complete your Continuing Professional Development successfully.

Joining the CCP gives you access to a range of activities – from networking events, through courses to self study materials – ensuring that you get the most benefit from your journey to becoming a Chartered Marketer. We look after your enrolment as a CIM member and handle all the administration issues. You get access to a programme of activities and resources, while we maintain a personal record of your activities, so meeting the requirements of the CIM CPD programme.

### CMC - A COLLEGE OF INTERNATIONAL STATURE

Established in 1991 Cambridge Marketing College pioneered the model for modern professional marketing education, delivering outstanding exam results and on going support for its delegates. The Cambridge Chartered Programme now takes this further and develops the support into life long learning: helping delegates to achieve their career goals.

We pride ourselves on the fact that our seventy Tutors and advisors are practising marketing or PR professionals from diverse backgrounds, who bring a wealth of relevant experience and a current set of skills to the CCP. Many are consultants, directors and authors. The majority are Chartered Marketers.

In addition all the College staff are responsible for supporting delegates. We offer a one-stop shop approach to answering queries and providing solutions to problems. One call can get you all the answers you need - 01954 234940, or email Shane at [shane@marketingcollege.com](mailto:shane@marketingcollege.com)

### CPD and Lifelong Learning

Continuing professional development is the systematic maintenance and improvement of knowledge, skills and competence, and the enhancement of learning, undertaken by an individual throughout his or her working life.

*The Institute of Continuing Professional Development*





Cambridge Marketing College believes that earning CPD points should be a value adding activity, not a 'box ticking' exercise. This is why we offer a rich selection of useful and stimulating activities in the Cambridge Chartered Programme. By enrolling on the CCP, not only will you ensure your progress towards Chartered status, but will emerge a better informed, better connected and more capable marketer.

# GETTING AHEAD IN MARKETING

THERE ARE TWO PRINCIPAL ROUTES TO BECOMING A CHARTERED MARKETER:

## ALTERNATIVE ROUTES TO CHARTERED STATUS

### THE PROFESSIONAL POSTGRADUATE DIPLOMA ROUTE, PLUS CCP

This is suitable for those with the CIM Professional Diploma, a Marketing degree or Masters Business degree and six plus years marketing experience. Delegates pursuing this route first complete the CIM Postgraduate Diploma in year one and then attend the CCP for the second year of CPD. They may then renew their CCP annually thereafter.

If you have completed the CIM Diploma in the last 12 months you may only need to do 1 year of the CCP to become Chartered.

### THE CAMBRIDGE CHARTERED PROGRAMME

This programme is ideal for those with significant marketing experience who do not wish to undertake further study at this time. It is more practically based and designed to fit in with experiential learning styles. A rolling programme of events and resources allows members to stay at the forefront of marketing knowledge. This route is initially for two years and may be renewed on an annual basis thereafter.



# CHARTERED POSTGRADUATE DIPLOMA IN MARKETING

---

The Professional Postgraduate Diploma is the final CIM challenge. The course is intended for marketers at higher middle and senior management though not all candidates taking this qualification will have reached this level. The Chartered Postgraduate Diploma has two Stages: Stage I which comprises four modules and leads to the Professional Postgraduate Diploma and then an optional Stage II which comprises an 18 month work-based project and leads to the Chartered Diploma.

## ENTRY QUALIFICATIONS

A Bachelors or Masters degree in business or marketing (or an equivalent qualification) where a minimum of half of the credits come from marketing or a range of experience working at senior marketing management level that has provided potential delegates with the ability to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing. For direct entry onto Stage II of the Chartered Postgraduate Diploma (in order to gain the Chartered Diploma) entrants will need to satisfy both elements of the criteria or have the old Postgraduate Diploma and 6 + years' experience at management level.

## COURSE DURATION

The time taken to complete the course depends on when you start. The Programmes commence in January, July and September. This stage takes between 12 and 18 months.

## STUDY METHODS

The Chartered Postgraduate Diploma is available through Distance Learning or Executive Weekends in Cambridge and Manchester or Saturday Seminars in Bristol, Edinburgh, Guildford and Nottingham. Evening Classes are available in Cambridge. Distance Learning delegates may also upgrade to Supported Open Learning, attending a Taught Course for two out of four modules.

## SUPPORTING MATERIALS

All delegates are provided with a set of Study Guides and text books and full access to the CMC Learning Zone.

## PROGRAMME OVERVIEW

### COURSE CONTENT

Stage I has four modules and will give you the Professional Postgraduate Diploma:

#### EMERGING THEMES

In this module delegates will critically evaluate the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment. By the end of the module, delegates will be able to demonstrate an ability to recognise the strategic importance of key themes, and to consider how best to take them into account when developing and implementing marketing strategies. Finally, delegates will have established strategies and mechanisms for anticipating future trends and emerging themes.

*Assessed by Assignment*

### ANALYSIS & DECISION

This module prepares delegates to undertake a strategic audit of the organisation in order to assess its ability to deliver its business and marketing strategy, and to make strategic choices and decisions based on that audit within the context of a dynamic global market place. The module focuses on the tools for strategic decision making of this type including financial and risk analysis for each decision.

*Assessed by Case Study based Exam*

#### MANAGING CORPORATE REPUTATION

This module looks at the nature and characteristics of reputation management, and at managing the dimensions of an organisation's reputation. It also examines the methods of developing effective corporate communications.

*Assessed by Assignment*

### MARKETING LEADERSHIP & PLANNING

The focus of this module is on developing and delivering strategic marketing plans to support the organisation's value proposition (not just the marketing function). In order to deliver effective plans, delegates must recognise the need to deliver sophisticated change management programmes. This will require delegates to consider the reasons for change and the types of change management plans that should be put in place. Delegates will demonstrate an understanding of the leadership issues required to execute such change.

*Assessed by Assignment*

#### ENTRY QUALIFICATIONS

A Bachelors or Masters degree in business or marketing (or an equivalent qualification) where a minimum of half of the credits come from marketing or a range of experience working at senior marketing management level that has provided potential delegates with the ability to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing. For direct entry onto Stage II of the Chartered Postgraduate Diploma (in order to gain the Chartered Diploma) entrants will need to satisfy both elements

of the criteria or have the old Postgraduate Diploma and 6 + years' experience at management level.

#### COURSE DURATION

The time taken to complete the course depends on when you start. The Programmes commence in January, July and September. Stage I takes between 12 and 18 months. Stage II takes 18 months.

#### STUDY METHODS

The Chartered Postgraduate Diploma is available through Distance Learning or Executive

Weekends in Cambridge and Manchester or Saturday Seminars in Bristol, Edinburgh, Guildford and Nottingham. Evening Classes are available in Cambridge. Distance Learning delegates may also upgrade to Supported Open Learning, attending a Taught Course for two out of four modules.

#### SUPPORTING MATERIALS

All delegates are provided with a set of Study Guides and text books and full access to the CMC Learning Zone.

# THE CAMBRIDGE CHARTERED PROGRAMME

---

## CORE ELEMENTS OF THE PROGRAMME

### KNOWLEDGE ACCELERATORS

This is a series of one day or half day courses on a variety of marketing themes. Domain experts share their knowledge of current best practice and engage their groups in discussion and practical exercises.

### ANNUAL MARKETING LECTURE

The Annual Cambridge Marketing Lecture has been organised by Cambridge Marketing College for the last 12 years. Leading speakers give their views on the future of marketing. Initiated by Professor Philip Kotler, in the last few years the annual lectures have been given by Emeritus Professor Malcolm McDonald, Professor Paul Fifield, Ian McCaig, Chief Executive of lastminute.com and Rita Clifton, UK Chairman of Interbrand. The dinner takes place in July each year and contributes two hours towards your CPD .



*Professor Paul Fifield, Laurie Young and Charles Nixon at the Annual Marketing Lecture and Dinner.*

## PROGRAMME OVERVIEW

### CAMBRIDGE DIGITAL MARKETING CONFERENCE

This is an annual conference originated by the College and run by the CIM in Cambridge each year in July. Commentators and practitioners present the latest ideas in digital marketing concepts. Attending this conference contributes six CPD hours.

### PRESENTATION SKILLS

Your ability to present to a number of stakeholders is essential in a senior marketing role. Being able to translate your ideas in a meaningful, persuasive and impactful manner will enhance your ability to further your ideas and those of your organisation. This aspect of the Cambridge Chartered Programme covers presentation technique, negotiation skills and rhetoric.

### DIGITAL DIPLOMAS

- CIM - CAM Diploma In Digital Marketing
- CIM- CAM Diploma in Digital Campaign Planning
- CIM - CAM Diploma in Digital Media and Branding
- CIM - CAM Diploma in Mobile Marketing
- CIM - CAM Diploma in Digital Metrics and Analytics

These distance learning courses are available at no additional charge within the two year CCP. They represent a substantial discount over the standard course fees and fully satisfy the CPD requirement for the year. These modular courses cover all aspects of digital marketing today. Each Diploma has three modules. You can study individual modules leading to CIM awards or complete three modules to gain one of the above Diplomas.

### COACHING

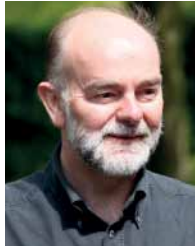
Qualified coaches can help you in assessing your areas for improvement, your goals and aspirations. They will then support you in designing and maintaining momentum on a plan to reach those goals, whilst improving your personal awareness, recognising your impact and enhancing your self-confidence.

### 'ASK THE EXPERT' FORUM

The Forum provides access to industry and topic experts from the marketing profession. You can post questions or make a request on the Forum and have it answered promptly. It may be answered by other CCP Members or by CMC's network of Tutors and subject specialists. If none of these has the answer to your particular query, CMC will undertake the necessary research to get the answer for you.

# SPECIALIST TUTORs

---



**CHARLES NIXON**  
MBA FCIM  
FCAM FRSA

Chartered Marketer.  
Chairman and founding director of Cambridge

Marketing Colleges.

Charles has many years of marketing experience, from government relations, through market research to marketing communications and strategy. He gained this experience across a broad range of industries including textiles, software, telecommunications and financial services working for Arthur Andersen, Mercury Communications, Extel Financial and Touche Remnant.

Charles consults in marketing for high technology and publishing companies. He is a former member of the CIM's International Board of Trustees and is President of the CIM Cambridgeshire Branch.

Charles is an experienced tutor and delivers courses across all levels of the CIM and CAM qualifications.



**LAURIE YOUNG**  
DIPM FCIM  
MBA

Laurie is one of the UK's best known marketing authors. He is a former

global marketing partner of PwC and has held senior positions with BT and Unisys.

He also founded, built and sold his own consultancy company, and now divides his time between consultancy work (including teaching on the Executive Education Programme of Wharton Business School), public speaking and writing. He has published over a hundred articles, mostly in trade periodicals, and six books. His last three books were: "Marketing the Professional Services Firm", "From Products to Services" and "Marketing Technology as a Service".



**HEATHER YAXLEY**  
MCIPR  
CHARTERED

Heather has over 15 years experience working in-house for

major brands and within consultancy environments. She has a strong reputation for developing innovative

marketing and PR campaigns within a strategic framework.

Her particular areas of interest are corporate social responsibility, community sponsorship programmes and environmental projects. She has experience of developing consumer, B2B and corporate initiatives in the public, private and charity sectors across the education, automotive, FMCG and arts worlds. Heather is passionate about lifelong learning.



**NEIL WILKINS**  
BSC MCIM

Chartered Marketer.

Neil is a Marketing Consultant with

experience in a range of industries including financial services, telecoms, public sector, IT, consumer retail products and manufacturing. He specialises in the development and delivery of strategic and tactical marketing training which benefits from his knowledge and background as well as drawing from a broad base of current business models and case studies.

Neil graduated from the University of Portsmouth with a degree in psychology. He is our Course Director for Mobile Learning.



**ANDREW HEDLEY**  
 MA DipM  
 MBA MCIM  
 FIOD  
 FStratPS  
 FCFI FRSA

Andrew Hedley helps the leaders

of law firms to create mould-breaking strategies, develop strong brands, forge robust client relationships and design compelling propositions. Hedley Consulting is recognised as a leading boutique strategy consultancy within the legal sector with clients ranging from global firms to significant regional players. In addition to his strategic project advice, Andrew is much sought after as a strategy group guide, partner retreat speaker, workshop facilitator and moderator. He is the author of *Developing Strategic Client Relationships* (2008) and *Client Strategy in a Changing Legal Market* (2011).

Following his MA, Andrew completed an MBA in 1993. Both focused on professional services strategy and business development. With over 20 years' experience of managing and advising professional service firms, he is a member of the Editorial Board of *Managing Partner* magazine, the judging panel of the MPF European Practice Management Awards and the Advisory Panel of NetworkMP. He is the Course Director of the Cambridge Marketing College CIM Professional Diploma in Professional Services Marketing.

Andrew is a member of the Chartered Institute of Marketing and has been admitted as a Fellow of the Institute of Directors, the Strategic Planning Society, the Chartered Management



Institute and the Royal Society of Art.

**PAUL FIFIELD**  
 PHD FCIM  
 FRSA MBA

Chartered

Marketer.

Paul is a well known consultant and writer on Marketing Strategy. His latest book, the third edition of "Marketing Strategy", has become required reading for senior marketers. Over thirty years of listening, watching, learning and applying academic and strategic thought to marketing has created a fertile mind which Paul brings to his customers, his writing and his teaching.

Paul was an elected member of the CIM Council and the CIM International Board of Trustees. He was appointed Visiting Professor at Southampton University School of Management in 2006, and is currently President of the CIM Southern Region.



**MALCOLM MCDONALD**  
 MA(OXON), MSC, PHD, D.LITT. FCIM  
 FRSA

Chartered Marketer.

Emeritus Professor Malcolm McDonald was until recently Professor of Marketing and Deputy Director of Cranfield School

of Management with special responsibility for E-Business. He is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an honorary Doctorate from Bradford University. He has extensive industrial experience, including a number of years as Marketing Director of Canada Dry.

He has written forty books, including the best seller "Marketing Plans; how to prepare them; how to use them" and many of his papers have been published.



**TERRY NICKLIN**  
 BSC DIPM  
 MCIM MBA

Chartered Marketer.

Terry has clocked up

over twenty five years' experience of marketing and sales in technology, professional services and public sector organisations. He has broad international marketing and sales experience, and has been a popular speaker at international conferences. Terry now runs Keynote PR, specialising in PR and communications for B2B clients.

Terry is Chairman of the Chartered Institute of Marketing Cambridgeshire Branch, and is our Course Director for CAM and Digital Marketing.

# HOW TO APPLY TO THE COLLEGE

## THERE ARE TWO STAGES TO ENROLMENT:

### 1. APPLICATION TO THE PROGRAMME

To apply for the Cambridge Chartered Programme you will need to complete the application submission form enclosed together with your up to date resume and a letter of endorsement from your current or latest employer, and a copy of your degree certificate if appropriate.

You will need to hold the CIM Professional Diploma, a recognised bachelors degree in Marketing, or a Masters degree in Business, plus a minimum of 6 years practical marketing experience.

### 2. APPROVAL OF MCIM STATUS

A full membership of the CIM is a prerequisite to becoming a Chartered Marketer. As part of the acceptance procedure on to the CCP, the College will review your CV and experience and then, if appropriate, sponsor your application for full Membership of the CIM.

#### WHEN IS THE BEST TIME TO ENROL?

You can enrol on the CCP at any time. The sooner you start the better. CPD is assessed annually by the CIM in June, and you need two years of CPD to gain Chartered status initially. Thereafter a rolling achievement of 35 hours CPD is required to maintain it.

#### COLLEGE FEES

The fee for a 2 year membership of the Cambridge Chartered Programme is £2,400 (+VAT). This is inclusive of your CIM membership fee which is paid by the College to the CIM.

There is also a one-off initial administration fee of £200 if you are not already a full member of the Chartered Institute (this is waived if you are a delegate or alumnus of Cambridge Marketing College).

#### COMPANY PAYING?

Discounts are available for multiple applications from the same organisation made at the same time.

If you work for an SME then you can split the payment across two financial years if payments are not more than seven months apart (subject to a £100 administration fee).

#### PAYING FOR YOURSELF?

Put down a deposit and split the balance over the subsequent eight months by Direct Debit (subject to a £50 administration fee).

#### PAYMENT BY CREDIT/DEBIT CARD

The College accepts the following cards – AMEX, VISA, MasterCard and Maestro / Switch.



BRIDGE MARKETING COLLEGES  
2011

MARKETING KNOWLEDGE

FOR MORE  
INFORMATION  
CONTACT  
THE COLLEGE ON  
01954 234940

OR VISIT  
THE COLLEGE  
WEBSITE

[WWW.MARKETINGCOLLEGE.COM](http://WWW.MARKETINGCOLLEGE.COM)