

Level 7 CIM Marketing Leadership Programme module: Leading Change

A key aspect of a senior marketer's role is leading and managing change within an organisation. This module will enable you to meet the challenges of change by providing a platform for supporting future responses through harnessing organisational potential and sustainable innovation.

In addition you will develop an understanding of how the organisation's assets can be managed to build and sustain a clear market position to guide, support and implement market-led change within an organisation.

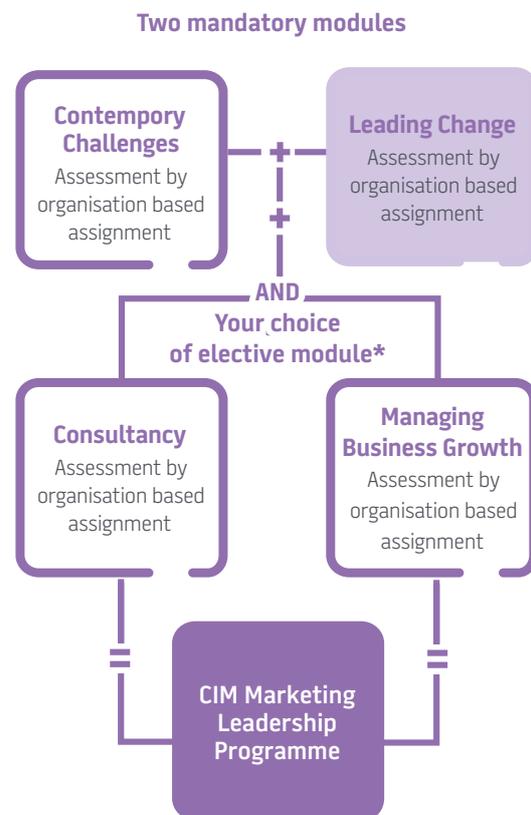
Bite-size awards

Each module can be achieved as a distinct, self-contained award which can be built up to attain the full qualification. The modules can be approached in any order.



Full qualification

To achieve the qualification, a pass in BOTH mandatory modules PLUS one elective module is required.



Module structure

Part 1: Building the case for change

- Develop critical understanding of how to harness organisational potential to generate and sustain value for all stakeholders
- Use insight to develop sustainable innovation relevant to the direction and resources of the organisation

Part 2: Creating a change culture

- Appraise the role of brand equity and corporate reputation in directing and sustaining change within the organisation
- Demonstrate how a customer-facing organisational structure and culture can support strategies to optimise corporate capability

Part 3: Implementing change

- Recommend the use of contemporary practice in effectively leading, managing and influencing others to deliver organisational change
- Appraise the process and environment required to implement, review and reflect on the effectiveness of organisational change

Assessment methodology

There will be three assessment sessions per year taking place in: December, March/ April and June.

Assessments for all modules will be an organisational based assignment designed to allow the candidate to address a specific real-life business issue. It is essential the candidate works within/on behalf of an organisation that offers the scope to demonstrate their skills across the content of the individual modules.

A high level of individual tutorial support and peer to peer support will be required to ensure the learners intended approach fulfils the demands of the assessment in terms of content and level of skills utilised.

Some assignments may include an element of self-directed assessment to ensure maximum applicability to the organisation and relevance of the assessment process to the employer and learner. Some degree of presentation preparation will form part of the assessment for the elective modules.

Assignments will be restricted to taking the learner to the implementation stage of recommendations – full implementation of recommended solutions may not be possible within the learner organisations during the assessment period.

Sample assignment briefs will be made available to ASCs on the appointment of the senior examiner team.

Who is it for?

The module is for experienced marketers aspiring to work at a strategic marketing or management level or who need to back up their expertise or refresh their modern marketing knowledge. It is also for consultants looking for professional recognition and status whether working in large organisations or as independent business owners.

Entry criteria

To gain entry onto the module a mix of the following is required:

- Level 6 qualification held or Bachelor's or Master's degree
- Career progression evident – past, present and future
- Experience working at marketing management level
- Scope of current role is sufficient to allow engagement with assessment tasks
- IELTS 6.5 and above

Mode of study

Initially the module will be available through a limited number of UK based accredited study centres (ASCs) through a face-to-face or blended learning approach to more easily facilitate the

networking opportunities required by the learner and to create a community of learners accessing the programme. Expansion into international markets and other ASCs will be considered in 2017.

How long will it take to study?

Research indicated that learners are looking for a programme that can be completed within 18 months. This would allow six months for each module of study.

Working towards a Masters or MBA?

Each module has an individual credit value of 20 credits, with the programme representing 60 credits which can be used as Accredited Prior Learning (APL) towards other Level 7 qualifications such as a Master's programme. In terms of the time required by the learner this would equate to approximately 200 hours of learning per module.

What are the costs?

There are different costs associated with a CIM qualification. You will need to pay a tuition fee to your study centre, the cost of which can vary. We would recommend contacting several to compare prices and what is included in this fee, as well as their results and the level of support offered. Fees payable to CIM include your annual membership fee, and the cost of assessments. You can find a list of appropriate fees on our website.

Enrol now

Choose and contact your preferred accredited study centre at: cim.co.uk/studycentres or call the CIM Customer Experience team: **+44 (0)1628 427120**

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