

Level 7 CIM Marketing Leadership Programme module: Managing Business Growth

Growth is a key driver within any organisation and developing both a structured and creative approach to determining where potential or existing opportunities exist is an essential skill for senior marketing professionals. The size, type and form of the organisation can help or hinder this process so an in depth knowledge of the complexities of the organisation and its context is critically important to facilitate decision making at the strategic level.

This module is designed to enable the marketer starting with a wider view of organisations to focus down onto a specific area – ideally the one they work in or interact with in their current role, and to facilitate solutions which maximise strategic fit.

This module can also be delivered in one of two ways, dependent on the learner profiles:

- EITHER specific to an organisational type e.g. B2B or SME organisations are plentiful across both the UK and international markets
- OR as a generic module

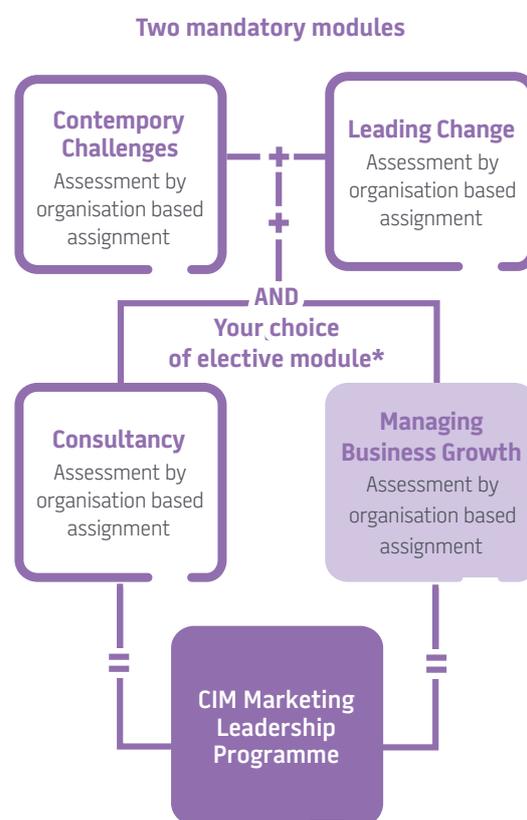
Bite-size awards

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: Dynamics for business growth

- Critically appraise the market dynamics and business drivers relevant to the organisation and the industry sector
- Understand the customer dynamics relevant to the organisation and the industry sector

Part 2: Determining direction

- Recommend how organisational competence can be developed to deliver future objectives
- Critically evaluate how organisational characteristics influence the market positioning of the organisation's products/services

Part 3: Building relationships

- Critically assess which connected stakeholders are fundamental to the future success of the organisation
- Demonstrate how to utilise strategic partnerships to leverage organisational success

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 module. 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.

Notional learning time is estimated at 6-10 hours per week, this includes both supported and independent learning.

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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