



DEFINITIVE GUIDE TO PROFESSIONAL MARKETING QUALIFICATIONS IN THE UK 7th Edition

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INTRODUCTION

Marketing is a dynamic, multi-billion pound industry offering global career opportunities from strategic planning and management to creative communications and advertising. It is an extremely competitive and fast moving industry driven by the need to keep up with constantly changing customer needs and technological advances. The number of marketers has grown significantly in the last 10 years and there are now over 700,000 marketers working in the UK according to government statistics.

During this time there has also been a significant change in the range and number of marketing qualifications available – both professional and academic. There has been an increase in the number of people going to university and there are over 1000 undergraduate and postgraduate courses starting in 2016 which include marketing as a minor or major subject (Source: UCAS). At the same time the number of professional marketing courses on offer has increased and diversified – in particular to address the significant growth in digital marketing and analytics.

In the current economic climate competition for jobs in marketing has grown intensely and employers are demanding ever higher standards of professionalism. Increasingly they look for professional marketing qualifications when recruiting or promoting. A survey by Hays Marketing reported that over half of the employers surveyed had identified specific skills gaps in their marketing departments including market research, customer insight and digital marketing. In addition in a recent survey undertaken by the College 83% of our alumni said that they had undertaken their qualification in order to develop the skills needed to progress their career and 79% said that their qualification had benefited their career.

To meet this challenge the professional bodies have worked to establish a range of qualifications which provide relevant, practical training and internationally recognised awards. As a result the status of the marketing profession has risen and more and more executives are undertaking professional marketing qualifications to gain competitive advantage. In addition the Chartered Institute of Marketing (CIM) has published its new Professional Standards for Marketers, based on extensive research with employers, to provide a new framework to judge the abilities and skills gaps of professional marketers.

This Guide has been written to help you find the right qualification for your career or for your team and to explain how the professional qualifications on offer sit within the national framework. It includes accredited qualifications with a significant marketing content aimed primarily at the UK market at A Level standard and above.

We are grateful for the information which has been provided by the organisations included in this Guide.

Unleash your career!

A handwritten signature in black ink, appearing to read 'Charles W. Nixon', written over a light blue horizontal line.

Charles W. Nixon

Founding Director of Cambridge Marketing College

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1. CHOOSING THE RIGHT QUALIFICATION

There are a number of important factors to consider when selecting the right qualification or series of qualifications to study.

1. Career direction

First you need to decide in which direction you want to develop your career and within that whether you have a particular field in which you wish to specialise, particular interests or, indeed, particular aptitude. As a general guide the professional marketing qualifications in the UK can be broadly grouped as follows:

a) General Marketing/Product or Service Development/Marketing Management

Chartered Institute of Marketing (CIM)
Institute of Commercial Management (ICM)
Association of Business Executives (ABE)

b) Marketing Communications/Digital Marketing

Communications and Marketing Foundation (CAM)
Institute of Direct & Digital Marketing (IDM)
Institute of Practitioners in Advertising (IPA)
Institute of Promotional Marketing (IPM)
Squared Online

c) Market Research

Market Research Society (MRS)

d) Sales & Marketing

Institute of Sales and Marketing Management (ISMM)

e) Public Relations

Chartered Institute of Public Relations (CIPR)

If you are at an early stage in your career and unsure about the specific direction in which you wish to go, do not box yourself into a corner too early on. Choose a course which gives plenty of options later on. For example, if you are working in marketing communications and considering PR it may be better to start with the CAM Diploma in Marketing Communications which gives a good introduction to different areas of marketing communications, including PR, rather than to specialise immediately and take a CIPR qualification.

2. Current qualifications/level of experience

The second consideration is your level of work experience and the qualifications currently held. These will determine your eligibility to take a particular qualification. The entry requirements for each qualification are included in the summaries in this Guide. As a general rule, regardless of the extent of your recent experience of studying, you should start with the highest level of qualification for which you are eligible.

In addition you should always aim to achieve the highest level qualification in your area. Do not stop in the middle. As we have seen with undergraduate degrees, they are great at the time but over the years everybody has one.



3. Standing of the awarding body

A key issue when choosing a qualification to study is the 'portability' of the qualification when changing jobs. To a large degree this depends on the standing of the Awarding Body and the quality of the syllabus. All of the Awarding Bodies included in this Guide have a good standing.

In terms of the qualifications Cambridge Marketing College rates the CIM's Chartered Postgraduate Diploma and Chartered Marketer status as the highest rank. The others are ranked lower because they have lower portability and/or entry into other qualifications.

4. Skills set and the employer's perspective

Finally, it is also important to consider what a qualification gives you in terms of a skills set. Do not take on a course just to get the piece of paper – that will not help if you cannot do the job you want to do once you are qualified!

From the employer's view point it is also what you can achieve after your course that is critical. To help employers the Skills CFA has published a set of National Occupational Standards (NOS) for marketing professionals. They set out exactly what individuals are expected to achieve when carrying out specific functions in the workplace and can be used to:

- define good practice
- form the basis of competence frameworks for organisations or departments
- provide managers with a tool for workforce management and quality control
- design training programmes and development frameworks
- develop job descriptions and person specifications for recruitment
- undertake staff appraisals, and benchmark performance
- set individual or team objectives

The full set of marketing standards can be found at:

<http://www.skillscfa.org/standards-qualifications/marketing.html>.

In addition the CIM has published a new set of Professional Standards for Marketers which provide a guide to the skills and abilities that are expected of marketing professionals at every stage in their career. The standards have been developed from extensive research with employers and identify the technical competencies, levels of ability and the tasks a marketer should be able to perform efficiently and effectively at every level. They enable employers and individuals to identify skills gaps and the best qualifications or courses to meet their needs.

1. CHOOSING THE RIGHT QUALIFICATION

The Professional Marketing Standards

The Professional Standards show the competencies expected at each stage in a career and are designed to guide both marketers and employers in assessing levels of proficiency and identifying training needs.

5 Levels of Ability

Level	Definition	Knowledge	Application
Authoritative	Mastery at the highest level	Mastery	Habitual
Accomplished	An advanced degree of knowledge and consistency	Mastery	Regular
Able	Full knowledge of concepts and application to business	Full	Regular
Active	Meaningful knowledge with some experience and application	Some	Some
Aware	Limited knowledge or experience	Limited	Limited

Self Assessment Tool:

A marketers' knowledge can now be noted on a vector diagram that uses the standards to plot current attainment and highlights areas to address, either through knowledge, courses or a qualification.





8 Capabilities At Each Level

That should be carried out in order to perform efficiently and effectively.

Brand	This technical capability is about defining brand strategy and positioning. Managing the brand and providing clear brand guidelines for its protection. Tracking and measuring its performance to inform future activity
Risk, Reputation and Compliance	This technical capability is about managing corporate risk, governance and reputation through the effective monitoring of relevant legislation and regulation to ensure ongoing compliance by marketing. It is also about managing the overall reputation of the organisation through the alignment of people, processes and brands
Integrated Marketing Communications	This technical capability is about the integration of marketing communications strategy with business strategy. The use of both physical and digital communications tools in an integrated way
Digital Capability	This technical capability is about influencing organisational digital strategy in terms of its impact on structure, culture and strategic plans. Integrating digital capability into marketing to meet the needs of the customer
Value Propositions	This technical capability is about the development of customer value propositions using an innovative approach. The delivery and management of customer propositions, products and services
Channels to Market	This technical capability is about developing and managing appropriate channels and partners to meet changing customer needs and business goals
Customer Experience	This technical capability is about defining what the customer experience should be in order to meet corporate objectives and achieve customer advocacy. It is about the delivery of activities that provide the desired customer experience
Monitoring and Measurement	This technical capability is about ensuring all marketing activities, whether generated by the organisation or the customer, are monitored and measured for their effectiveness. Data and insights produced are then interpreted and used to achieve improvements in the future

1. CHOOSING THE RIGHT QUALIFICATION

5. National Qualifications Frameworks

A final consideration, and one which often causes confusion, is how a professional qualification compares with academic qualifications such as a degree. If you study a Certificate or a Diploma what level of qualification does it give you? How does it compare to a degree or an NVQ? The answer to this lies in the National Qualifications Frameworks which set out the levels at which qualifications can be recognised. The 2 key frameworks are:

- the Qualifications and Credit Framework (QCF) which is the responsibility of Ofqual and its Scottish equivalent (SCQF); and
- the Framework of Higher Education Qualifications (FHEQ) which is the responsibility of the Quality Assurance Agency (QAA) and its Scottish equivalent (FQHEIS).

QCF / FHEQ	NVQ Level	Higher Education Qualifications			
Level 8		<div style="border: 1px solid black; padding: 2px; display: inline-block;"> Doctorate PhD </div>			
Level 7	NVQ 5	<div style="border: 1px solid black; padding: 2px; display: inline-block;"> Master's Degree MA, MSc, MPhil </div>		CIM Postgraduate Diploma CIPR Diplomas ICM Postgraduate Diploma IDM Postgraduate Diplomas MRS Diploma	
Level 6		<div style="border: 1px solid black; padding: 2px; display: inline-block; width: 100%;"> University Degree BA, BSc </div>		CIM Diploma in Professional Marketing ICM Graduate Diploma IDM Diplomas ABE Level 6 Diplomas	
Level 5	NVQ 4			<div style="border: 1px solid black; padding: 2px; display: inline-block;"> Foundation Degree BA, BSc </div>	CIPR International Communication Certificate CIPR Advanced Certificate MRS Advanced Certificate ICM Advanced Diploma IDM Certificates IPM Diploma ABE Level 5 Diploma
Level 4					CIM Certificate in Professional Marketing CAM Diplomas CIPR Certificate ICM Diploma ISMM Certificate & Diploma in S & M ABE Level 4 Diploma
Level 3	NVQ 3	<div style="border: 1px solid black; padding: 2px; display: inline-block;"> A-Level </div>	<div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;"> A2 </div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;"> AS </div>	<div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;"> L3 Extended Diploma (National Diploma) </div> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> D3 Diploma (National Certificate) </div>	CIM Foundation Certificate CIPR Foundation Award ICM Certificates IPM Certificate ISMM Certificates & Diploma in S & M
Level 2	NVQ 2	<div style="border: 1px solid black; padding: 2px; display: inline-block;"> GCSE Grades A-C </div>		<div style="border: 1px solid black; padding: 2px; display: inline-block;"> L2 Diploma (1st Diploma) </div>	MRS Certificate
Level 1	NVQ 1	<div style="border: 1px solid black; padding: 2px; display: inline-block;"> GCSE Grades D-G </div>		<div style="border: 1px solid black; padding: 2px; display: inline-block;"> L1 Diploma (Foundation) </div>	
Entry Level		<div style="border: 1px solid black; padding: 2px; display: inline-block;"> Key Stage 3 </div>		<div style="border: 1px solid black; padding: 2px; display: inline-block;"> E3 Diploma (Foundation) </div>	
		School/6th Form	F.E. College		



The table opposite shows how the QCF Levels, NVQs and higher education qualifications such as degrees compare and how key professional marketing qualifications fit within the framework. It must be remembered that not all professional qualifications are accredited by Ofqual. To some extent this does not matter if the Professional Body is highly respected in its sector giving its qualifications industry acceptability. Neither the IDM nor the IPM qualifications are accredited by Ofqual. Their relative position on the framework is shown below but the qualifications are shown in italics. Other qualifications such as the IPA qualifications do not have an accredited level on the QCF.

2. THE AWARDING BODIES

The main awarding bodies and the qualifications they currently offer are listed below. The standing of the qualifications they award is dependent on a variety of factors including the number of students taking the qualifications and the standing of the institute in its sector. Good quality institutions regularly review their syllabi and do so in consultation with the industry to ensure they reflect current practice and future needs.

Further details of the qualifications listed below can be found in the next section of this guide or via the website links provided below.

The Chartered Institute of Marketing (www.cim.co.uk)

The Chartered Institute of Marketing (CIM) is the world's largest professional body of marketers with over 33,000 members in 130 countries around the world. It is the pre-eminent institution for qualifications and has been setting awards since 1921. The CIM is committed to delivering world-class support to equip marketers with the knowledge and tools they need to stay ahead and excel in the marketing profession. They lead the development of professional standards and practice, and champion the big issues and new ideas in the marketing world. The CIM also has the ability to grant Chartered Marketer status. This is the highest title you can have after your name in the marketing world. In 2015 there were over 5,400 accredited Chartered Marketers.

The CIM currently offers 4 qualifications in Marketing:

- **CIM Foundation Certificate in Marketing** **page 14**
- **CIM Certificate in Professional Marketing** **page 15**
- **CIM Diploma in Professional Marketing** **page 16**
- **CIM Chartered Postgraduate Diploma in Marketing** **page 17**

The Communication Advertising and Marketing Education Foundation (www.camfoundation.com)

The Communication Advertising and Marketing Education Foundation (CAM) was established in 1970 as a charity. It was set up to provide basic industry skills training for agency staff. In 2000, CAM formed an alliance with The Chartered Institute of Marketing (CIM). Since then CAM qualifications have been managed and awarded by the CIM. Since the launch of its suite of digital marketing diplomas CAM has enjoyed significant growth and now has around 2,000 students.

CAM currently offers 5 qualifications in Marketing:

- **CAM Diploma in Marketing Communications** **page 19**
- **Diploma in Digital Marketing** **page 20**
- **Diploma in Digital Marketing (Media & Branding)** **page 20**
- **Diploma in Digital Marketing (Metrics & Analytics)** **page 20**
- **Diploma in Digital Marketing (Mobile)** **page 20**



Chartered Institute of Public Relations (www.cipr.co.uk)

With over 10,000 members from all sectors of the industry, the CIPR is the largest public relations institute in Europe. Its members are mainly from the UK but it has ties to other PR bodies around the world. It introduced qualifications in 2001 and currently has around 600 students. It develops and awards qualifications, supports training and development, produces leading policy guidance, and is dedicated to raising standards. Their mission is to be the advocate and voice of the public relations profession by enhancing its reputation; and they aim to increase the understanding of PR and of the professionalism of their members through the provision of world-class structures for the practice of public relations.

The CIPR currently offers 7 qualifications in PR:

- **CIPR Foundation Award in Public Relations** **page 22**
- **CIPR Internal Communication Certificate** **page 23**
- **CIPR Internal Communication Diploma** **page 24**
- **CIPR Advanced Certificate in Public Relations** **page 26**
- **CIPR Diploma in Public Relations** **page 27**
- **CIPR Public Affairs Diploma** **page 28**
- **CIPR Crisis (Response) Communication Diploma** **page 30**

The Market Research Society (www.mrs.org.uk)

With members in more than 60 countries, the MRS is the world's largest research association serving all those with professional equity in provision or use of market, social and opinion research, and in business intelligence, market analysis, customer insight and consultancy.

It has a diverse membership of individual researchers within agencies, independent consultancies, client-side organisations, the public sector and the academic community. The MRS is the official awarding body in the UK for professional qualifications in market and social research and a major supplier of publications and information services, conferences and seminars, and many other meeting and networking opportunities for researchers. It is also “the voice of market research” in its media relations and public affairs activities on behalf of professional research practitioners.

The MRS currently offers 3 relevant qualifications:

- **MRS Certificate in Market & Social Research** **page 32**
- **MRS Advanced Certificate in Market & Social Research Practice** **page 33**
- **MRS Diploma in Market & Social Research Practice** **page 34**

2. THE AWARDING BODIES

Institute of Direct & Digital Marketing (www.theidm.com)

The Institute of Direct & Digital Marketing is the UK's leading body for the professional development of direct and digital marketing. Founded in 1987, the IDM is an educational trust and registered charity. It is dedicated to keeping the profession abreast of new techniques, new media and new practices. The IDM has around 4,000 members and has trained more than 9,000 students.

The IDM currently offers 7 qualifications in Marketing:

- **IDM Professional Certificate in Social Media** **page 35**
- **IDM Professional Certificate in Email Marketing** **page 36**
- **IDM Professional Certificate in Search Marketing** **page 37**
- **IDM Professional Diploma in Digital Marketing** **page 38**
- **IDM Professional Diploma in Direct and Digital Marketing** **page 39**
- **IDM Postgraduate Diploma in Digital Marketing** **page 40**
- **IDM Postgraduate Diploma in Direct and Digital Marketing** **page 41**

The Institute of Promotional Marketing (www.theipm.org.uk)

The IPM was founded in 1933 as the British Sales Promotion Association, later becoming the Sales Promotion Executives Association. It was renamed The Institute of Sales Promotion in 1979, before changing to the IPM in 2010. The IPM is the only trade association that represents promoters, agencies and service partners engaged in promotional marketing and has 300 members. It is the trade association for organisations involved in promotional marketing and the professional body for individual promotional marketing practitioners.

The IPM currently offers 2 qualifications in Marketing:

- **IPM Certificate in Promotional Marketing** **page 42**
- **IPM Diploma in Promotional Marketing** **page 43**



Institute of Sales and Marketing Management (www.ismm.co.uk)

The Institute of Sales & Marketing Management (ISMM) is the worldwide representative body for salespeople. Founded in 1966 to promote standards of excellence in sales and sales management and to enhance the status and profile of sales as a profession, the ISMM has been the authoritative voice of selling and the custodian of sales standards, ethics and best practice for 50 years. The ISMM exists to promote the prestige and integrity of selling by inspiring those employed in the industry to reach greater heights of achievement by providing education, guidance, information and encouragement. The ISMM is also responsible for establishing benchmarks of professionalism in sales. It is the only membership body accredited by Ofqual to award nationally recognised qualifications in selling and sales management.

The ISMM currently offers 4 qualifications in Marketing:

- **ISMM Certificate & Diploma in Sales and Marketing Level 3** **page 44**
- **ISMM Certificate & Diploma in Sales and Marketing Level 4** **page 45**

The Association of Business Executives (www.abeuk.com)

The Association of Business Executives (ABE) is an examination and membership body which was founded in 1973 by a group of academics, politicians and business people who were concerned about the lack of training in general management. It is a company limited by guarantee owned by its members. ABE's core objective is to provide affordable high quality business qualifications worldwide and it offers a wide range of business qualifications including business and financial management, management information systems, entrepreneurship, human resource management, travel, tourism and hospitality management and marketing management. It currently has around 50,000 students the majority of which come from outside the UK.

The ABE currently offers 4 qualifications in Marketing:

- **Level 4 Diploma in Marketing Management**
- **Level 5 Diploma in Marketing Management**
- **Level 6 Diploma in Marketing Management**
- **Level 6 Extended Diploma in Marketing Management**

2. THE AWARDING BODIES

The Institute of Commercial Management (www.icm.education)

The Institute is the leading professional body for Commercial and Business Development Managers. Its qualifications are for commercial management and business development staff working in the following key industry sectors: Aerospace and Defence, Construction, Facilities Management, Financial Services, Government, Information & Communication Technology, Manufacturing, Petrochemicals, Pharmaceuticals, Telecommunications, Utilities and Retailing & Distribution. Membership is open to those who complete the relevant degree level qualifying examinations. It now has global operations in more than 130 countries and in excess of 100,000 students study for ICM examinations every year.

The ICM currently offers 9 qualifications in Marketing:

- **The Diploma in Marketing**
- **The Advanced Diploma in Marketing**
- **The Graduate Diploma in Marketing**
- **The Certificate in Marketing Management**
- **The Diploma in Marketing Management**
- **The Advanced Diploma in Marketing Management**
- **The Graduate Diploma in Marketing Management**
- **The Diploma in Marketing, Advertising & Public Relations**
- **The Advanced Diploma in Marketing, Advertising & Public Relations**

The Institute of Practitioners in Advertising (www.ipa.co.uk)

The IPA is the professional body for advertising, media and marketing communications agencies in the UK. It is a corporate membership body only and currently has over 300 members. To gain entry onto its qualifications you have to work for one of the membership agencies. A list of agency members can be found at: <http://www.ipa.co.uk/agencies/search/list>. Its stated role is two-fold: to provide essential core support services to members including advisory, legal and information services and to act as the industry spokesman.

The IPA currently offers 7 qualifications:

- **The Foundation Certificate**
- **The IPA Search Certificate**
- **The IPA LegRegs Certificate**
- **The Eff Test**
- **The Commercial Certificate**
- **The Advanced Certificate**
- **The Excellence Diploma**



The Public Relations Consultants Association (www.prca.org.uk)

The PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. It promotes all aspects of public relations and internal communications work, aims to raise standards in PR and communications, provides members with industry data, facilitates the sharing of communications best practice and creates networking opportunities. It currently has over 350 agency members from around the world and represents over 250 in-house teams as well as individual and freelance PR and communications practitioners.

The PRCA currently offers 3 qualifications:

- **PRCA Online Certificate**
- **PRCA Advanced Certificate**
- **PRCA Diploma**

Squared Online (www.wearesquared.com)

Squared online offers a new Certificate in Digital Marketing which has been developed with Google and is delivered entirely online by the Home Learning College.

Squared Online currently offers 1 qualification:

- **Certificate in Digital Marketing**

3. THE QUALIFICATIONS

1. CIM Foundation Certificate in Marketing

The Foundation Certificate in Marketing is for anyone over the age of 16 wishing to gain the basic skills in marketing. It is not necessary to have any previous experience or knowledge of marketing to take this qualification. It is ideal for anyone working in a marketing support role, or who want to move into marketing.

It has 2 modules:

- Marketing Principles (assessed by online exam)
- Customer Communications (assessed by assignment)

You can study for one module at a time. Successful completion of a single module leads to a CIM Award. Successful completion of both modules will lead to the CIM Foundation Certificate in Marketing.

What you will learn:

- The function of marketing and its role in an organisation
- How the marketing mix is used to satisfy customer needs
- The different customers that organisations have
- Ways of communicating with those customers, through building a marketing communications plan

Entry requirements:

This is an 'open' qualification, which means you do not need any previous qualifications or marketing experience. However, if you are working or have some business experience, this will help you put your learning into context.

If English is not your first language, you will also need to demonstrate you have achieved one of the following English language qualifications within the last two years:

- IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade B or above

The CIM will consider other equivalent alternatives.



2. CIM Certificate in Professional Marketing

The Certificate in Professional Marketing is aimed at aspiring professional marketers who want to gain the knowledge and skills to succeed and progress in a career in marketing. It is ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing. The qualification provides the practising marketer with the relevant skills to perform at an operational level.

It has 4 modules:

- Marketing (mandatory – assessed by multiple choice exam)
- Integrated Communications (mandatory – assessed by assignment)
- Customer Experience (elective – assessed by assignment)
- Digital Marketing (elective – assessed by portfolio)

You can study for one module at a time. Successful completion of a module leads to a CIM Award. Successful completion of both mandatory modules and one elective module will lead to the CIM Certificate in Professional Marketing.

What you will learn:

- The function of marketing and its role in an organisation
- What influences the behaviour of customers
- How to apply and adapt the marketing mix to satisfy customer needs
- The different ways of communicating with internal and external customers
- An understanding of all aspects of the customers' experience and how to monitor and measure customer satisfaction so that you can make appropriate improvements **or**
- How to apply practical digital knowledge, including the effective use of a digital marketing toolkit

Entry requirements:

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Certificate in Marketing
- Any relevant Level 3 qualification
- Any UK degree or international equivalent
- International Baccalaureate (equivalent to NQF Level 3 and above)
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4

If English is not your first language, you will also need to demonstrate you have achieved one of the following English language qualifications within the last two years:

- IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade B or above

The CIM will consider other equivalent alternatives.

3. THE QUALIFICATIONS

3. CIM Diploma in Professional Marketing

The Diploma in Professional Marketing is for marketers in, or aspiring to, operational, supervisory or management roles and looking to build their practical skills and broaden their strategic perspective. It is ideal for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.

It has 4 modules:

- Strategic Marketing (mandatory – assessed by exam)
- Mastering Metrics (mandatory – assessed by assignment)
- Driving Innovation (elective – assessed by assignment)
- Digital Strategy (elective – assessed by portfolio)

You can study for one module at a time. Successful completion of a module leads to a CIM Award. Successful completion of both mandatory modules and one elective module will lead to the CIM Diploma in Professional Marketing.

What you will learn:

- The strategic marketing planning process, including how to evaluate and implement it through the effective management of resources
- An understanding of key marketing metrics and measurement techniques which will enable you to identify and interpret insights to support informed strategic decisions
- To recommend how innovation and entrepreneurial marketing can help achieve competitive advantage **or**
- Insight into how organisations can implement digital marketing capabilities into strategic marketing planning

Entry requirements:

One or more of the following is required to gain entry onto this qualification:

- Professional Certificate in Marketing or Certificate in Professional Marketing
- Any relevant Level 4 qualification
- Foundation Degree in Business with Marketing
- A Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits in Master's degrees)
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6

If English is not your first language, you will also need to demonstrate you have achieved one of the following English language qualifications within the last two years:

- IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade B or above

The CIM will consider other equivalent alternatives.



4. CIM Chartered Postgraduate Diploma in Marketing

This qualification is aimed at experienced marketers and senior business professionals currently working at, or aspiring to work at a strategic level. It enables marketers to influence and champion the customer experience, contribute to competitive strategy, align the organisation's activities to the customer, and manage marketing activities.

It has 4 modules:

- Emerging Themes (mandatory – assessed by assignment)
- Analysis and Decision (mandatory – assessed by exam)
- Market Leadership and Planning (mandatory – assessed by assignment)
- Managing Corporate Reputation (mandatory – assessed by assignment)

Successful completion of all four modules will lead to the CIM Chartered Postgraduate Diploma in Marketing. Graduates can then progress to Stage 2 and top up their qualification to Chartered Marketer status by completing a work-based assignment over 9 months.

What you will learn:

- How to make the transition into strategic marketing management
- To work more cross-functionally at a senior management level
- How to make a significant contribution to the organisation's strategy and contribute to board decisions
- Ways of demonstrating leadership and influence

Entry requirements:

One or more of the following is required to gain entry onto Stage 1:

- The CIM Professional Diploma in Marketing (2003 syllabus or the 2009 syllabus) or the CIM Advanced Certificate in Marketing **or**
- A business or marketing Bachelor's or Master's degree (or an equivalent qualification) where a minimum of half of the credits come from marketing (i.e. 180 credits in Bachelor's degrees and 90 credits in Master's degrees) **and**
- A range of experience working at Senior Marketing Management level that allows potential students to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and pass the entry test for this qualification

3. THE QUALIFICATIONS

Or stage 2:

- Successful completion of Stage 1 or a previous version of the CIM Professional Postgraduate Diploma in Marketing **and**
- A range of experience in a senior marketing management role that has provided potential students with the ability to evidence competence in managing marketing resources and contributing to business decisions from a marketing perspective and who would be eligible for MCIM status. They should be able to evidence that they have met the learning outcomes of the Postgraduate Diploma in Marketing if required to do so **and**
- Students should be in a position (preferably working) to plan, agree and implement a work-based project that is relevant to their business context

If English is not your first language, you will also need to demonstrate you have achieved one of the following English language qualifications within the last two years:

- IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade B or above

The CIM will consider other equivalent alternatives.



5. CAM Diploma in Marketing Communications

This qualification is for marketers who work or want to work in the marketing communications field including advertising and PR. It focuses on the challenges of modern marketing communication and provides an in-depth understanding of the principal methods of communication used by organisations in the achievement of their business objectives. It covers the fundamentals of marketing and consumer behaviour, advertising, Public Relations (PR), direct marketing and sales promotion; as well as how these elements of the communications mix (including digital media) can be integrated.

It has 5 modules:

- Marketing & Consumer Behaviour (assessed by assignment)
- Public Relations (assessed by exam)
- Direct Marketing & Sales Promotion (assessed by exam)
- Advertising (assessed by exam)
- Integrated Media (assessed by assignment)

What you will learn:

- How to develop marketing communications and brand support activities based on your understanding of market and consumer behaviour
- To demonstrate the skills needed to devise, execute and analyse a PR plan
- To explain the roles of direct marketing and sales promotion, as well as manage and maintain a marketing database
- Be able to demonstrate good all-round knowledge of the advertising industry, and how good advertising is applied in practice
- Understand the role of all media (including digital) in effective marketing

Entry requirements:

You need to be educated to at least A Level standard (or equivalent) and fulfil at least one of these criteria:

- Have suitable competence in a marketing communications role
- Hold any general Bachelor's or Master's degree
- Hold a CIM Introductory Certificate in Marketing (Level 2 or 3)
- Have an NVQ or SVQ Level 4 in any other subject
- Hold an International Baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4

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.

Exemptions may be available for some modules.

3. THE QUALIFICATIONS

6. CAM Digital Diplomas

The CIM offers four CAM Diplomas in Digital Marketing:

- Diploma in Digital Marketing
- Diploma in Digital Marketing (Media & Branding)
- Diploma in Digital Marketing (Metrics & Analytics)
- Diploma in Digital Marketing (Mobile)

Each of the qualifications consists of two core modules and a third specialist module specific to each qualification.

The CIM recommends that students start with the Diploma in Digital Marketing which includes the Marketing & Consumer Behaviour, Digital Marketing Essentials and Digital Marketing Planning modules and then study one or more of the other specialist modules and gain a CIM Award for each module completed.

What you will learn:

You will learn about different aspects of marketing and digital marketing in each of the different modules.

- **Marketing & Consumer Behaviour** (core – assessed by assignment)
The MCB module provides delegates with an awareness of the various elements of the marketing mix and an appreciation of how consumers go about making purchase decisions, in a variety of consumer, business, public service and social market environments. It covers the theories and techniques of research and consumer behaviour and their application to marketing communications.
- **Digital Marketing Essentials** (core – assessed by assignment)
The Digital Marketing Essentials module covers campaign tools, their application and monitoring. You will learn what digital marketing is about, including understanding the buzz words and main trends. It covers Search Engine Optimisation (SEO), Pay Per Click (PPC), types of online advertising, e-mail marketing, viral marketing, online PR, affiliate marketing and social media. It also looks at digital metrics, regulation and codes of practice.
- **Digital Marketing Planning** (specialist – assessed by assignment)
The Digital Marketing Planning module covers the fundamental digital marketing planning concepts. You will learn the key factors involved with the implementation, measurement and evaluation of successful plans and about issues such as relationship marketing, permission and consumer concerns around privacy, trust and security.
- **Integrating Digital Media and Branding** (specialist – assessed by assignment)
If branding is at the heart of your role and you want the knowledge and skills to integrate online media with offline marketing activities, then this is the module for you. Whether you are extending an established brand online or developing an internet-based brand, this award gives you the tools you need to successfully maximise the branding opportunities available through digital media.



- **Web Analytics and Social Media Monitoring** (specialist – assessed by assignment)
Whether you are a hands-on marketing professional or from a digital agency, this module will help you get the best from your online marketing. It focuses on understanding Key Performance Indicators (KPIs) and selecting the right measurement tools. You will learn the essential knowledge to monitor and analyse your digital marketing activity, so you can make informed, adjustments to improve campaign performance.
- **Mobile Marketing in Practice** (specialist - assessed by assignment)
This module is designed for individuals who want to expand their knowledge and skills in the area of mobile marketing. You will learn good practice in mobile marketing and explore how it fits within the communications mix, plus how the channel can be maximised for success and effectively measured. This practical award also includes how to develop a mobile application.

Entry Requirements

All candidates must have achieved at least one of the following:

- Have suitable competence in a marketing communications role
- Hold any general Bachelor's or Master's degree
- Hold a CIM Introductory Certificate in Marketing (Level 2 or 3)
- Have an NVQ or SVQ Level 4 in any other subject
- Hold an International Baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4

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.

3. THE QUALIFICATIONS

7. CIPR Foundation Award in Public Relations

The Foundation award is the CIPR's entry level qualification and is intended for those who want to start a career in PR or who currently work in a PR support role. The qualification introduces the fundamentals of PR, looks at the role of the PR practitioner and introduces fundamental PR skills including how to work with the media, what makes a great news story and how to write effectively for online and offline channels.

It has 3 units:

- Distinguishing PR activities
- Writing for news media and online audiences
- Ethics and the PR professional

The course is assessed by a single 3 hour examination.

What you will learn:

- The role and scope of public relations
- The differences between public relations, marketing, advertising, publicity, public information, spin and propaganda
- Key PR terminology
- The importance of PR ethics and the role of the CIPR Code of Conduct
- The key principles of effective media relations
- How to write a news release and sell in your story

Entry requirements:

You qualify for the CIPR Foundation Award if you have 5 GCSEs at Grade C or above (one of which must be in the English language). You may still be accepted without the necessary GCSEs or GCEs at the discretion of the teaching centre on the basis of your professional experience (not necessarily in public relations).

In addition, if English is not your first language you must be able to demonstrate proficiency in the language – spoken and written – to IELTS 6.5 or equivalent.



8. CIPR Internal Communication Certificate

The CIPR Internal Communication Certificate is intended for students who are in the first few years of an internal communication career, are considering a career in internal communication, or are working in a related field (e.g. media relations, event management, CSR or public affairs). It provides a solid grounding in the key concepts, theories, techniques and skills needed to develop effectively as an internal communicator.

It has 6 modules:

- Organisational culture and transformation
- Communication theory and strategic internal communication and engagement
- Planning and managing tactics
- Setting the right tone of voice
- Using social media for internal communication
- Role of internal communications in transforming organisations

The course is assessed by the completion of a 3,000-word critique that explores and examines a single aspect of internal communication theory in the context of one particular organisation.

What you will learn:

- How culture impacts organisational effectiveness
- The way that effective internal communication strategy can change culture and enable organisations to achieve transformation objectives
- How to make effective use of research for planning, tactical implementation and measurement
- Effective written and verbal communication
- How to include social media effectively in the internal communication mix
- How to develop a long term career in internal communication

Entry requirements:

You qualify for the CIPR Internal Communication Certificate if you hold one or more of the following:

- The CIPR Foundation Award
- Any UK recognised degree
- 2 years' relevant full-time employment in public relations (or related sectors, e.g. marketing, journalism) and 5 GCSEs at grade C or above, 1 of which must be in the English language
- LCCIEB Group Diploma in PR and 1 year's experience in PR

Relevant experience should include at least 50% of the following: writing press releases, internal and external communications including social media, media relations, event organisation, managing press launches and presentations.

In addition, if English is not your first language you must be able to demonstrate proficiency in the language – spoken and written – to IELTS 6.5 or equivalent.

3. THE QUALIFICATIONS

9. CIPR Internal Communication Diploma

The CIPR Internal Communication Diploma is aimed at experienced PR practitioners who wish to develop their strategic internal communication and management skills with the aim of taking on more senior roles. It takes an in-depth look at what makes communication effective, how to use research to develop internal communication strategies, and the nature of change communication; and equips students with the strategic internal communication and management skills needed to progress to working at board level.

It has 4 modules:

- Assessing internal communication
- Change management and communication
- Applying advanced communication theory
- Research project (see below)

The course is assessed by one written assessment: a research project based on an investigation into an aspect of internal communication practice and theory that students encountered – either on the course or in the workplace (6,000 words).

What you will learn:

- How to analyse organisational culture
- Audit methodologies and their application
- Change management theory
- How to use research to inform and help develop internal communication strategies
- Internal communication for employee engagement
- The psychology of communication

Entry requirements:

You qualify for the CIPR Internal Communication Diploma if you hold one or more of the following:

- The CIPR Advanced Certificate
- One of the following plus 1 year's relevant full-time employment in public relations (or related sectors, e.g. marketing, journalism) and 5 GCSEs at grade C or above, 1 of which must be in the English language:
 - The CIPR Internal Communication Certificate
 - A postgraduate professional qualification in a related discipline (e.g. CIM Diploma)
 - A UK Bachelor's degree or equivalent in a PR related discipline: business, marketing, management, communication, media or journalism



- 1 of the following plus 2 years' relevant full-time employment in public relations (or related sectors) and 5 GCSEs at grade C or above, 1 of which must be in the English language:
 - The CAM Diploma in Marketing Communications
 - The NCTJ Diploma
 - A UK bachelor's degree or equivalent in any other subject
 - An LCCIEB qualification which must comprise 5 level-3 subjects in PR, marketing, advertising, and principles and practice of management
- 4 years' relevant full-time employment in public relations (or related sectors) and 5 GCSEs at grade C or above, 1 of which must be in the English language

Relevant experience should include at least 50% of the following:

- PR planning and crisis management / managing the PR aspect of a potential crisis situation
- Planning, developing and implementing PR strategies
- Organising events including press conferences, exhibitions, open days and press tours
- Researching, writing and distributing press releases to targeted media
- Coaching client representatives in effective communication with the public and with employees
- Preparing and delivering speeches to further public relations objectives
- Establishing and maintaining cooperative relationships with representatives of community, consumer, employee, and public interest groups
- Preparing or editing organisational publications for internal and external audiences, including employee newsletters and stockholders' reports

In addition, if English is not your first language you must be able to demonstrate proficiency in the language – spoken and written – to IELTS 6.5 or equivalent.

3. THE QUALIFICATIONS

10. CIPR Advanced Certificate in Public Relations

The CIPR Advanced Certificate is aimed at graduates interested in pursuing a career in public relations or those who have been working in the PR industry, at fairly junior levels, for at least two years. It provides the basic knowledge and understanding of PR theory and practice necessary to develop as effective and efficient professionals. The Diploma (see next page) builds on this knowledge and understanding.

It has 3 units:

- Public relations fundamentals
- Public relations in practice
- Personal skills and development

Assessment is by a critical reasoning test (two 1500-word essays) for unit 1; a planning assignment (a campaign plan of 2,000 words) plus supporting writing tasks (800 words) for unit 2; and a critique (3,000 words) on a topic agreed with your tutor/teaching centre for unit 3. If you already hold the CIPR Internal Communication Certificate you only need to complete the critical reasoning test and the planning assignment to gain the Advanced Certificate.

What you will learn:

- How to use understanding of public relations to evaluate career opportunities
- Appreciate how public relations can enable organisations to achieve marketing and corporate objectives
- Use knowledge of relevant theories to enhance professional practice
- Appreciate the ethical and societal context in which public relations operates
- Understand the basic principles that underpin public relations planning
- Deploy effectively a range of traditional media relations techniques
- Use a knowledge of digital media to enhance professional practice
- Display expertise in a range of writing tasks associated with both digital and traditional media
- Conduct a self-directed secondary research investigation
- Develop an understanding of effective time management
- Put public relations into context as a developing discipline
- Understand basic concepts associated with case study research

Entry requirements:

You qualify for the CIPR Advanced Certificate if you have any of the following:

- The CIPR Foundation Award
- Any UK recognised degree, or equivalent
- 2 years' relevant full-time employment in public relations (or related sectors, e.g. marketing, journalism) and 5 GCSEs at grade C or above, 1 of which must be in the English Language

In addition, if English is not your first language you must be able to demonstrate proficiency in the language – spoken and written – to an International Language Testing System (IELTS) band score of 6.5 or equivalent.



11. CIPR Diploma in Public Relations

The CIPR Diploma is for more experienced professionals who want to develop their strategic PR management skills and progress to a senior management position.

It has 3 units:

- Public relations principles
- Planning and programme management
- Personal skills and development

Assessment is by a critical reasoning test (2 essays of 2,500 words each) for unit 1; a planning assignment (a campaign plan of 3,500 words) plus supporting rationale to illustrate the theoretical and conceptual underpinnings that have informed the strategy (2,000 words) for unit 2; and a research project (6,000 words) for unit 3.

What you will learn:

- How to critically evaluate a range of public relations theories, concepts and practice
- Locate public relations theory and practice in wider academic and social contexts
- Evaluate the impact of PR on your own organisation/clients and wider contexts
- Apply a range of PR concepts to your workplace and the sectors you operate in
- Apply a range of planning concepts to different public relations contexts
- Analyse and prioritise the situation, environmental issues, and stakeholders/publics
- Develop strategic objectives aligned with corporate goals
- Design effective communications and select appropriate research and evaluation tools
- Define project parameters and produce a realistic research plan
- Produce a literature review of current thinking in the field, including critical evaluation
- Conduct primary and secondary research using suitable research tools
- Produce an in-depth reflective investigation of a selected area of public relations practice or theory

Entry requirements:

You qualify for the CIPR Diploma if you have any of the following:

- The CIPR Advanced Certificate in Public Relations
- 1 of the following plus 1 year's relevant full-time employment in public relations (or related sectors, e.g. marketing, journalism):
 - The CIPR Internal Communication Certificate
 - A postgraduate professional qualification in a related discipline (e.g. CIM Diploma)
 - A UK Bachelor's degree or equivalent in a PR-related discipline: business, marketing, management, communication, media or journalism
- 1 of the following plus 2 years' relevant full-time employment in public relations (or related sectors):
 - The CAM Advanced Diploma in Marketing Communications

3. THE QUALIFICATIONS

- The NCTJ Diploma
 - A UK Bachelor's degree or equivalent in any other subject
 - LCCIEB qualification which must comprise 5 level-3 subjects in PR, marketing, advertising, and principles & practice of management
- 4 years' relevant full-time employment in public relations (or related sectors) and 5 GCSEs at grade C or above, 1 of which must be in the English language

In addition, if English is not your first language you must be able to demonstrate proficiency in the language – spoken and written – to an International Language Testing System (IELTS) band score of 6.5 or equivalent.

12. CIPR Public Affairs Diploma

The Public Affairs Diploma is aimed at experienced practitioners who want to develop their strategic public affairs and management skills with the aim of taking on more senior roles.

It has 4 units:

- The political landscape, trends and challenges
- The art and science of lobbying and campaigning
- Public affairs in the context of reputation management
- Research project

Assessment is by the completion of a 6,000 word research project report based on an investigation into how public affairs, campaigning or communication with the electorate has been used by an organisation or political party.

What you will learn:

- The impact of political environment on an organisation
- The importance of engaging with political audiences to enhance reputation
- Emerging issues and trends that affect contemporary public affairs practice
- The strategy and tactics of lobbying and campaigning and the theories underpinning the process
- When and how to engage in the political process and policy formation
- How to leverage media and public affairs activities to shape the agenda
- The importance of reputation management and its components



Entry Requirements:

Applicants must have at least one of the following:

- The CIPR Advanced Certificate
- 1 of the following plus 1 year's relevant full-time employment in public relations (or related sectors, e.g. marketing, journalism) and 5 GCSEs at grade C or above, 1 of which must be in the English language:
 - The CIPR Internal Communication Certificate
 - A postgraduate professional qualification in a related discipline (e.g. CIM Diploma)
 - A UK Bachelor's degree or equivalent in a PR related discipline: business, marketing, management, communication, media or journalism
- 1 of the following plus 2 years' relevant full-time employment in public relations (or related sectors) and 5 GCSEs at grade C or above, 1 of which must be in the English language:
 - The CAM Diploma in Marketing Communications
 - The NCTJ Diploma
 - A UK bachelor's degree or equivalent in any other subject
 - An LCCIEB qualification which must comprise 5 level-3 subjects in PR, marketing, advertising, and principles and practice of management
- 4 years' relevant full-time employment in public relations (or related sectors) and 5 GCSEs at grade C or above, 1 of which must be in the English language

Relevant experience should include at least 50% of the following:

- PR planning and crisis management / managing the PR aspect of a potential crisis situation
- Planning, developing and implementing PR strategies
- Organising events including press conferences, exhibitions, open days and press tours
- Researching, writing and distributing press releases to targeted media
- Coaching client representatives in effective communication with the public and with employees
- Preparing and delivering speeches to further public relations objectives
- Establishing and maintaining co-operative relationships with representatives of community, consumer, employee, and public interest groups
- Preparing or editing organisational publications for internal and external audiences, including employee newsletters and stockholder reports

In addition, if English is not your first language, you must be able to demonstrate proficiency in the language – spoken and written – to an International Language Testing System (IELTS) band score of 6.5 or equivalent.

3. THE QUALIFICATIONS

13. CIPR Crisis (Response) Communication Diploma

The Crisis (Response) Communication Diploma is aimed at experienced public relations practitioners who want to develop their expertise in the area of response and crisis management.

It consists of 1 module

Assessment is by the completion of a 6,000 word set of recommendations for a response/crisis management plan and testing system based on a specific organisation with supporting methodology and rationale.

What you will learn:

- About crisis-prone behaviour and management styles
- The different levels and impacts of crises
- The organisation in society
- Issues management
- Reputation – its vulnerabilities and its opportunities
- Trust as an asset
- Relationships – why and how they can support or threaten
- Influencing strategies to avoid or avert a crisis
- How to carry out effective audits and research
- How to build and critique case studies
- The role, purpose and effectiveness of training
- How to build and maintain effective plans

Entry Requirements:

You qualify for the CIPR Crisis (Response) Communication Diploma if you hold one or more of the following:

- The CIPR Advanced Certificate
- 1 of the following plus 1 year's relevant full-time employment in public relations (or related sectors, e.g. marketing, journalism) and 5 GCSEs at grade C or above, 1 of which must be in the English language:
 - The CIPR Internal Communication Certificate
 - A postgraduate professional qualification in a related discipline (e.g. CIM Diploma)
 - A UK Bachelor's degree or equivalent in a PR related discipline: business, marketing, management, communication, media or journalism



- 1 of the following plus 2 years' relevant full-time employment in public relations (or related sectors) and 5 GCSEs at grade C or above, 1 of which must be in the English language:
 - The CAM Diploma in Marketing Communications
 - The NCTJ Diploma
 - A UK bachelor's degree or equivalent in any other subject
 - An LCCIEB qualification which must comprise 5 level-3 subjects in PR, marketing, advertising, and principles and practice of management

4 years' relevant full-time employment in public relations (or related sectors) and 5 GCSEs at grade C or above, 1 of which must be in the English language

Relevant experience should include at least 50% of the following:

- PR planning and crisis management / managing the PR aspect of a potential crisis situation
- Planning, developing and implementing PR strategies
- Organising events including press conferences, exhibitions, open days and press tours
- Researching, writing and distributing press releases to targeted media
- Coaching client representatives in effective communication with the public and with employees
- Preparing and delivering speeches to further public relations objectives
- Establishing and maintaining co-operative relationships with representatives of community, consumer, employee, and public interest groups
- Preparing or editing organisational publications for internal and external audiences, including employee newsletters and stockholder reports

In addition, if English is not your first language, you must be able to demonstrate proficiency in the language – spoken and written – to an International Language Testing System (IELTS) band score of 6.5 or equivalent.

3. THE QUALIFICATIONS

14. MRS Certificate in Market & Social Research

The MRS Certificate is for anyone who needs a comprehensive grounding in the basic principles and practices of effective market and social research, including business students, owners of small businesses, research commissioners, and market research interviewers.

It has 3 units:

- Introduction to Market Research
- Designing a Research Project: The Tools of Market Research
- Completing a Research Project

The assessment of all three units is integrated into a 1 hour online examination, containing 40 multiple-choice questions.

What you will learn:

- To understand the role of market and social research in decision making
- To understand the basic principles and processes which underpin effective market research
- How to choose the most appropriate method or tool for a project
- To understand the value of research information to the business or organisation

Entry Requirements:

There are no minimum entry requirements for the MRS Certificate.



15. MRS Advanced Certificate in Market & Social Research Practice

The MRS Advanced Certificate is designed for those who are within the first two years of their research career or for those who wish to enter the research profession. It is suitable for people in all areas of research.

It has 1 unit comprising 3 elements:

- The Research Context
- Developing a Research Project
- Analysing Data and Using Research Findings

Assessment is by an assignment to prepare a brief proposal for a research project and one written examination.

What you will learn:

- To understand, define and evaluate research objectives for given research problems
- Design appropriate solutions to identified problems, based on a clear understanding of a range of research approaches and techniques
- Select appropriate techniques for the collection and analysis of the data necessary to inform effective decision-making
- Provide recommendations to support the decision-making process, based on a clear understanding of the gathered data and information
- How to analyse and evaluate choices made at each stage in the process

Entry Requirements:

Candidates normally need to meet one or more of the following criteria:

- Successful completion of the MRS Advanced Certificate and a minimum of one year's experience in a research-related role; or
- A degree or appropriate professional qualification which contained a significant research component and a minimum of two years' work experience in a research-related role; or
- A minimum of three years' work experience in a research-related and evidence of training within that role

The English requirement for this course is Cambridge English: Advanced Proficiency 175 with no less than 162 in each component or equivalent.

3. THE QUALIFICATIONS

16. MRS Diploma in Market & Social Research Practice

The MRS Diploma is designed for those preparing to move into a senior research role, with either a methodological or business focus working as a research provider or buyer.

It has 5 units (from which you must complete 1, 2, 5 and 3 or 4)

- The Principles of Market & Social Research
- The Practice & Context of Market & Social Research
- Analysing & Interpreting Quantitative Market & Social Research Data
- Collecting, Analysing & Interpreting Qualitative Market & Social Research Data
- Case Studies in Market & Social Research

Assessment is by examination for units 1 and 5 and assignments for units 2, 3 and 4.

What you will learn:

- How to understand, define and evaluate research objectives
- To design creative and appropriate research solutions to identified problems
- How to select appropriate techniques for the collection, analysis and interpretation of the data necessary to inform effective decision-making
- To provide and justify recommendations to support the decision-making process
- To manage the research process from inception to reporting and follow-up
- How to evaluate choices made at each stage in the process, identify any limitations and devise appropriate strategies for overcoming those limitations

Entry Requirements:

Candidates normally need to meet one or more of the following criteria:

- Successful completion of the MRS Advanced Certificate and a minimum of one year's experience in a research-related role; or
- A degree or appropriate professional qualification which contained a significant research component and a minimum of two years' work experience in a research-related role; or
- A minimum of three years' work experience in a research-related role and evidence of training within that role

The English requirement for this course is Cambridge English: Advanced Proficiency 175 with no less than 162 in each component or equivalent.



17. IDM Professional Certificate in Social Media

The IDM Certificate in Social Media is suitable for all marketers involved in social media and looking to boost social media performance.

It has 8 modules:

- Introduction to Social Media
- Social Listening
- Business Case and Analytics
- Content Marketing Strategy
- Social Media Communications Strategy
- Influencer Outreach
- Creating a Social Business
- Innovation and Social Media Optimisation

Assessment is by two 1 hour exams.

What you will learn:

- How to increase engagement by applying the range of social media marketing techniques and strategies
- How to optimise social sharing and amplification through a variety of social media channels (Video, Facebook, Twitter, Blogs, LinkedIn, Pinterest, etc.) in earned, owned and paid media
- How to structure, manage and track engagement strategy through content marketing and social analytics
- How to integrate, embed and measure social media marketing across the entire business and within the culture
- How to collaborate and innovate through social media listening

Entry Requirements:

Applicants should be over 18 years and have a professional interest in the subject, and a good command of spoken and written English.

3. THE QUALIFICATIONS

18. IDM Professional Certificate in Email Marketing

This IDM Certificate is suitable for all marketers involved in email marketing and looking to boost open rates and click throughs, and increase the quality of their email campaigns to maximise ROI.

It has 13 modules:

- State of the Market
- Knowing What you Want to Achieve
- Analysing the Results
- Triggered/Automated Emails
- Advanced Segmentation
- Current and Future Trends
- Building a Quality List
- Designing Your Campaign
- Getting it Delivered
- Testing and Optimising
- Lifetime Value and Multichannel
- Customer Journey
- Retaining Existing Customers

Assessment is by one individual assignment and one exam.

What you will learn:

- How to define an effective email marketing strategy
- Adopt the best practices regarding trust, reassurance and legalities
- Build effective and profitable online customer relationships
- Implement advanced techniques of segmentation and automation for even better ROI

Entry requirements:

Applicants should be over 18 years and have a professional interest in the subject, and a good command of spoken and written English.



19. IDM Professional Certificate in Search Marketing

This IDM Certificate is suitable for all marketers involved in online marketing and looking to boost search rankings, increase the quantity and quality of visitors to their website, and maximise ROI.

It has 9 modules:

- Introduction to Search Marketing
- Market Analysis
- Search Targeting Strategy
- On-site Search Engine Optimisation (SEO)
- Link Building and Social Media Optimisation (SMO)
- Paid Search Marketing
- Vertical Search
- Search Marketing Management
- Innovative Search Strategies

Assessment is by one individual assignment and one exam.

What you will learn:

- How to review consumer search behaviour and competitor search activities to create a realistic search targeting strategy
- Demonstrate an understanding of legislation and codes of practice affecting search marketing
- Plan tests and interpret analytics data to develop recommendations to improve commercial results from SEM
- Confidently interpret the latest search ranking in order to improve SEO and Quality Score factors to improve paid search campaign ROI
- Build and own the integrated search marketing strategy and roadmap within your organisation

Entry requirements:

Applicants should be over 18 years and have a professional interest in the subject, and a good command of spoken and written English.

3. THE QUALIFICATIONS

20. IDM Professional Diploma in Digital Marketing

This Diploma is for marketing communications professionals who implement or are involved with digital or multichannel marketing campaigns and need a grounding in digital tools as part of their job. It would also benefit those who want a broader understanding of what is required of digital channels.

It has 16 modules:

- The Digital Marketing Landscape
- Understanding the Digital Customer
- Data and Database Applications
- Planning and Integrating Digital Marketing Campaigns
- Principles of Website Design: Customer Experience and Usability
- Planning and Managing Website Development
- Social Media and Content Marketing
- Search Engine Marketing
- Email Marketing
- Display Advertising
- Affiliate Marketing
- Mobile Marketing
- Producing Great Digital Creative
- Regulation, Permission and Codes Of Practice
- Controlling and Optimising Digital Marketing Campaigns
- Emerging Digital Media

Assessment is by two individual assignments and two exams.

What you will learn:

- How to plan the introduction of digital technologies and techniques for marketing that support business objectives
- Apply the key technologies, tools and techniques of digital marketing to improve marketing effectiveness
- Identify potential application of online marketing tools within the marketing communications mix
- Continuously improve the contribution of digital technologies to your organisation

Entry requirements:

Applicants should be over 18 years and have a minimum of 18 months' marketing work experience and have passed an IDM Award/Certificate or have A levels or another marketing qualification.



21. IDM Professional Diploma in Direct and Digital Marketing

This IDM Diploma is for those who manage, implement and evaluate campaigns across direct and digital channels.

It has 10 modules:

- What is Direct and Digital Marketing?
- Planning, Forecasting and Measurement
- Gaining Customer Insight and Personalisation
- Offline Acquisition and Integrated Marketing Communications
- Understanding Digital Media
- Customer Engagement, Activation and Retention
- Creative Strategy and On and Offline Implementation
- Testing and Research
- Privacy
- Campaign Planning and Implementation

Assessment is by two individual assignments and two exams.

What you will learn:

- How to plan, integrate and implement online and offline digital direct marketing campaigns
- Use techniques to identify key target audiences
- Brief and evaluate creative work that works
- Understand the strengths of different digital and offline media, including social and mobile
- Maximise your campaigns by using measurement tools and analysis techniques

Entry requirements:

Applicants should be over 18 years and have a minimum of 18 months' marketing work experience and have passed an IDM Award/Certificate or have A levels or another marketing qualification.

3. THE QUALIFICATIONS

22. IDM Postgraduate Diploma in Digital Marketing

The IDM Postgraduate Diploma is for senior marketers who already have a sound working knowledge of planning and managing digital projects and the topics covered within the Professional Diploma in Digital Marketing syllabus (previously the Certificate). It is also relevant to managers responsible for integrating digital channels, direct marketing, CRM, ecommerce and digital marketing recruitment within their organisation. There is a B2B elective.

It has 11 modules:

- The Opportunities of Digital Marketing
- Understanding the Online Marketplace
- Digital Marketing Strategy Development
- Financial Analysis and Performance Development
- Using Digital Channels to Add Value to Brands
- Gaining Customer Knowledge and Insight
- Developing Relevant Customer Communications Using CRM
- Managing Integrated Marketing Communications
- Campaign Control and Coordination
- Digital Channel Management
- The Future Landscape

Assessment is by two individual assignments and three exams.

What you will learn:

- How to review the effectiveness of digital marketing for a business
- Set goals and define a vision for how integrating digital technologies will align with business goals
- Make strategic recommendations to grow the business
- Create a budget, roadmap and integrated communications plans to implement the strategy
- Define approaches to test and optimise digital marketing

Entry requirements:

Applicants should be over 18 years of age and have over 3 years' marketing work experience and have passed an IDM Professional Diploma or hold a degree or another marketing qualification e.g. from the CIM or CAM.



23. IDM Postgraduate Diploma in Direct and Digital Marketing

The Postgraduate Diploma is for senior marketers who already have a sound working knowledge of the topics covered within the Professional Diploma in Direct and Digital Marketing (previously the Certificate) syllabus and are looking to gain a deeper knowledge of on and offline marketing, including: strategy, budgeting, data, direct and digital media, tracking and evaluation. There is a B2B elective available.

It has 11 modules:

- The Discipline of Direct and Digital Marketing
- Creating Customer Insight
- Customer-Centric Strategic Planning
- Integrating Multichannel Marketing Communications
- Winning New Customers
- Engaging, Developing and Retaining Customers
- On and Offline Creative Strategies
- Planning and Implementing Campaigns
- Measurement, Evaluation and Metrics
- Privacy, Compliance and The Law
- The Future Landscape

Assessment is by two individual assignments and three exams.

What you will learn:

- How to define business and marketing objectives that are realistic in today's challenging environment
- Develop the strategy for, plan, implement and evaluate effective, integrated direct and digital marketing programmes
- Plan and implement effective, profitable customer acquisition strategies along with engaging and rewarding retention strategies
- Identify, obtain, analyse and apply customer insight to improve your marketing communications
- Test, measure and refine marketing programmes to achieve business objectives and improve ROI

Entry requirements:

Applicants should be over 18 years of age and have over 3 years' marketing work experience and have passed an IDM Professional Diploma or hold a degree or another marketing qualification e.g. from the CIM or CAM.

3. THE QUALIFICATIONS

24. IPM Certificate in Promotional Marketing

The IPM Certificate is designed for people who need to appreciate the breadth of the industry in which they work but who do not need to study to the same depth of detail that is required in the IPM Diploma in Promotional Marketing.

It has 6 mandatory modules:

- The Role of Promotions
- Promotional Techniques
- The Law and Codes of Practice
- Operational Management
- Budgeting, Quoting and Billing
- Account Management

And 6 elective modules (from which 3 need to be completed):

- The Print Process
- Experiential Marketing
- Shopper Marketing
- Fulfilment
- Premium Supply
- Door Drop Marketing

This course comprises two seminar days both of which must be attended.

What you will learn:

- To appreciate your company's role in the successful creation and management of a campaign to allow you to contribute productively to the process
- To converse and negotiate with clients, suppliers and other departments
- To see how other companies' contributions must dovetail with your own

Entry requirements:

There are no minimum entry requirements but delegates should be in a relevant job.



25. IPM Diploma in Promotional Marketing

The IPM Diploma is designed for agency and promoter personnel involved in devising, developing and running promotional campaigns to provide a solid platform on which to build experience and future learnings.

It has 6 mandatory modules:

- The Role of Promotions in Integrated Marketing Communications (IMC)
- The Promotional Techniques
- Legal & Compliance
- Understanding Audiences & Channels
- Strategic Thinking & Evaluation
- Creativity

And 6 elective modules (from which 3 need to be completed):

- Digital Channels
- Experiential Marketing
- Shopper Marketing
- Operational Marketing
- Procurement
- Harnessing the Power of Others

What you will learn:

- How to appreciate the role of Promotions in Integrated Marketing Communications
- Plan, instigate and manage effective Promotional Marketing concepts with confidence
- Effectively brief and co-ordinate the various elements and suppliers involved in Promotional Marketing campaigns

Entry requirements:

There are no minimum entry requirements but delegates should be in a relevant job.

3. THE QUALIFICATIONS

26. ISMM Certificate & Diploma in Sales and Marketing Level 3

The ISMM offers both a Certificate and a Diploma in Sales & Marketing at Level 3. This level is for anyone employed in their first or second sales job, or looking to deepen and broaden their knowledge and skills in selling and marketing.

The Certificate has 4 units:

- Understanding Law and Ethics of Selling
- Preparing and Delivering a Sales Presentation
- Handling Objections, Negotiating and Closing Sales
- Understanding Influences on Buyer Behaviour

For the Diploma the 4 Certificate units and a selection of optional units must be completed:

- Understanding Customer Segmentation and Profiling
- Understanding Sales and Marketing in Organisations
- Using Market Information for Sales
- Time and Territory Management for Sales People
- Planning for Professional Development
- Prospecting for New Business
- Sales Pipeline Management

Each unit is assessed by work based evidence or an assignment.

Entry requirements:

The ISMM does not specify entry requirements for its Level 3 qualifications, although delegates must be over 16 and have sufficient experience to be able to complete the course.



27. ISMM Certificate & Diploma in Sales and Marketing Level 4

The ISMM offers both a Certificate and Diploma in Sales & Marketing at Level 4. This level is suitable for anyone managing other people and resources, aspiring or practicing sales managers, account managers or those looking to develop knowledge and understanding of these roles.

The Certificate has 2 mandatory units:

- Managing Responsible Selling
- Understanding Segmentation, Targeting and Positioning

Plus any two optional units:

- Managing a Sales Team
- Operational Sales Planning
- Sales Negotiations
- Analysing the Marketing Environment
- Finance for Sales Managers
- Writing and Delivering a Sales Proposal

For the Diploma all units must be completed

Each unit is assessed by work based evidence or an assignment.

Entry requirements:

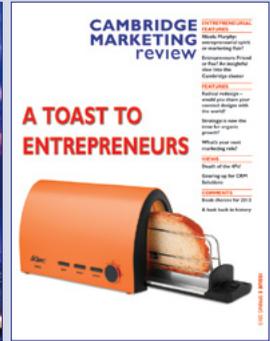
The ISMM does not specify entry requirements for its Level 3 qualifications, although delegates must be over 16 and have sufficient experience to be able to complete the course.

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The College has a reputation for excellence. Our tutors are practising marketing and PR practitioners and our pass rates are outstanding. Last year 99% of our delegates said they would recommend us. Throughout our 25 years we have been advising delegates on the right qualifications and study methods to suit them, and as the range of qualifications available has multiplied we have published an authoritative Guide on the options available. This is the 7th Edition of that Guide.

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