



Accredited Study Centre



CIM

Diploma Qualification

In Professional Marketing

The CIM Diploma Qualification in Professional Marketing Overview

The CIM Diploma level 6 qualification will give you a knowledge of the highest level of professional Marketing standards, designed to help you meet the ever-increasing demands expected of marketers at every stage of their career.

The CIM Diploma Qualification in Professional Marketing

It is ideal for all those who are currently employed within Marketing and would like to study with the world's leading professional Marketing body. This programme is equivalent to a graduate level qualification.

The Diploma in Professional Marketing

Module 1 (Mandatory)

Strategic Marketing

This module shows the student how to adopt a strategic approach in Marketing planning to achieve a competitive advantage. It covers situation analysis, techniques for assessing internal and external environments to enable decision making, the importance of the Marketing planning process and how managing resources and employing monitoring and measurement techniques enables the achievement of strategic Marketing objectives.

Module 2 (Mandatory)

Mastering Metrics

This module examines the importance of managing Marketing data for effective Marketing decision making. It covers the role of Marketing metrics within the organisation, how a range of measurement techniques can be used to achieve Marketing insights and make strategic decisions and also to determine effectiveness of Marketing activities. The value of using appropriate data sources to enable Marketing analysis and employing appropriate analytics tools and techniques to ensure effective Marketing decision making.

Module 3 (Optional)

Driving Innovation

This module looks at how taking a visionary approach and embedding innovation can help organisations deal with the challenges of a fast-moving marketplace. It covers how a relationship between Marketing and entrepreneurship can enable organisations to deliver compelling Marketing solutions. It looks at the key factors in building and nurturing innovation; how an appreciation of the role of Internal Marketing can support with implementing change and in a culture of innovation.

Module 4 (Optional)

Digital Strategy

This module provides insight into how organisations can implement digital Marketing capabilities in strategic Marketing planning. It covers how an understanding and analysis of the macro and micro environments can enable organisations to develop strategic recommendations. How creating digital Marketing mixes can enable organisations to respond with agility to market needs and how the management of digital channels and the application of key digital measures help to achieve business objectives.

What is the CIM?

The Chartered Institute of Marketing (CIM) is the world's leading international professional Marketing body. CIM exists to develop the Marketing profession, maintain professional standards and improve the skills of Marketing practitioners, enabling them to deliver exceptional results for their organisations. The range of qualifications and training programmes are all designed to support and develop knowledge, enable growth and increase your business network.

THE DELIVERY TIME:

There are two mandatory modules and one optional module from a choice of two. Each module requires 150 hours of study.

WHO SHOULD ATTEND?

The course is suitable for those with experience in Marketing or delegates with non-Marketing degrees. We also offer a Foundation Certificate in Marketing for those who have no previous Marketing experience.

WHAT QUALIFICATIONS DO I NEED?

You should have a Bachelor's degree in Business or Marketing (or an equivalent qualification) where a minimum of a third of the credits come from Marketing OR three years + of appropriate experience working in Marketing. The programme is delivered in English so you should be reasonably fluent in both written and spoken English, and possess a good level of IT skills.

WHAT ABOUT EXAMINATIONS?

Module 1 is assessed by a 3 hour examination in a controlled environment. All other modules are assessed by assignment and work-based portfolio. Each student must also complete all the required assignments and portfolios as well as attending all the training days.

WHAT HELP DO I GET?

You will be given continual guidance and support throughout the whole qualification to ensure success.

WHAT ABOUT CIM MEMBERSHIP?

Once you have completed the qualification you can become a member of the CIM with extensive membership benefits.

WHY OAKWOOD?

Oakwood continues to work hard to understand and respect issues relating to local culture. This is an important factor which is incorporated through our business philosophy all the way to our delivery methodology. We run very interactive programmes. Clearly there is some theory involved but we ensure that we then use this to demonstrate how this is implemented with practical applications back in the workplace. We try to ensure our students remain engaged and have some fun along the way. We believe strongly that people learn most when they have a smile on their face.

SO WHAT ABOUT COSTS AND FEES?

Oakwood has no intention of profiteering at the expense of our students' vocational qualifications. For this reason we maintain extremely competitive fee levels. Please phone or contact us for a no-obligation discussion about this or any other matter that needs clarification.

CIM

Diploma Qualification In Professional Marketing

Oakwood are very proud to say that our educational services permit has been issued by KHDA.

Oakwood International

Dubai Centre of Excellence
Office no. 108, Al Moosa Tower 1
P.O. Box 413037, Sheikh Zayed Road
Dubai, UAE

Tel. no: 00971 4359 9020 | **Email:** info@oakwooddubai.ae | **Web:** www.oakwooddubai.ae

 [oakwood-international](https://www.linkedin.com/company/oakwood-international)

 [@oakwood_int](https://twitter.com/oakwood_int)

 facebook.com/oakwoodinternational