



Accredited Study Centre



# CIM

## Postgraduate Diploma Qualification

In Professional Marketing

# The CIM Postgraduate Diploma Qualification in Professional Marketing Overview

The CIM Postgraduate Diploma level 7 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 Postgraduate Diploma Qualification in Professional Marketing

It is ideal for all those who wish to progress their careers as a Marketing professional, and would like to study with the world's leading professional Marketing body. This programme is equivalent to a Postgraduate level qualification.

### The Postgraduate Diploma in Professional Marketing

#### Module 1

##### Emerging Themes

This module provides insights to enable the student to critically evaluate the impact of a range of new and emergent themes in Marketing, business organisations and the changing Marketing environment. It looks at building and refining the skills necessary to anticipate and adapt to future changes, developing a strategic perspective at sector, industry and organisational levels.

#### Module 2

##### Analysis and Decision

This module consists of three parts: Strategic Options, Strategic Audit and Making Strategic Marketing Decisions. Looking at how to undertake a strategic audit of an organisation, assess its capability and capacity to deliver the organisation's business and Marketing strategy in a challenging, dynamic and diverse global market place.

#### Module 3

##### Marketing Leadership and Planning

The purpose of this module is to enable the development of effective high level strategic Marketing strategies relating to an organisation's corporate and business strategic intent in the short, medium and long terms. The focus of this module is on developing and delivering strategic Marketing plans to support the delivery of an organisation's value proposition (not just the Marketing function), in order to deliver effective, innovative and creative Marketing plans.

#### Module 4

##### Managing Corporate Reputation

This module looks at how the strength and magnitude of an organisation's reputation represents the way in which a complex range of stakeholders perceive an organisation, entity or destination. Why a gap often develops between the way an organisation intends to be seen and the reality and the organisational underperformance this can result in.

## 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 four mandatory modules, each module requires 150 hours of study.

## WHO SHOULD ATTEND?

The course is suitable for those with extensive senior Marketing management experience. We also offer a Foundation, Certificate and Diploma in Marketing for those who have varying levels of Marketing experience.

## WHAT QUALIFICATIONS DO I NEED?

You should have a CIM Professional Diploma in Marketing or the CIM Advanced Certificate in Marketing, or a Business or Marketing Bachelor's or Masters where a minimum of half of the credits come from Marketing (i.e. 180 credits in Bachelor degrees and 90 credits in Masters degrees). 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 2 is assessed by an examination. 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.

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

### **Oakwood International**

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