

EVERYONE HAS AN  
INNER GENIUS

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you find yours



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2017 TEACHING EXCELLENCE  
FRAMEWORK

Course Validated by



Accredited Study Centre



## CIM Level 6 Diploma in Professional Marketing

Develop your ability to perform, achieve results and strengthen your career in marketing management with this recognised level 6 qualification that will expand your strategic outlook.

### COURSE OVERVIEW

For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. This Level 6 qualification accredited by the Chartered Institute of Marketing develops your strategic marketing skills enabling you to advance your marketing career and perform professionally at a management level.

### MODULES

#### - Marketing and Digital Strategy (Mandatory module)

This module will enable you to take both a traditional and digital strategic approach to marketing planning, integrating digital strategy, models, frameworks and techniques throughout to achieve competitive advantage. You will be able to recognise the significance of situation analysis and use techniques that enable effective decision making and be able to apply all stages within the marketing planning process. Finally, you will learn how to manage resources and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives.

#### - Innovation in Marketing (Mandatory module)

This module enables you to take a visionary approach and embed innovation to help your organisation deal with the challenges of a fast-moving marketplace. You will be able to understand the relationship between marketing and innovation and recognise the key factors in building and nurturing innovation within the marketing function. You will also be able to use internal and external marketing in supporting a specific innovation.

### LOCATION

WORCESTER

WMKT-DP6-2022

### COURSE LENGTH

Qualification can be achieved within one year.

### TUITION FEES

£1,980

### ADDITIONAL COSTS

Annual registration fee  
£65

Assessment Fees £570  
(£190 per award)

### AWARD ON SUCCESSFUL COMPLETION

Diploma in  
Professional Marketing

### HOW TO APPLY

Please apply through  
our website at  
[www.howcollege.ac.uk](http://www.howcollege.ac.uk)

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### - Digital Customer Experience (Centre mandated elective module)

Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing you to fulfil customer needs. It will provide the knowledge and skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey while complying with relevant legislation and regulation.

### ENTRY REQUIREMENTS

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

- CIM Certificate L4 qualification .
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- 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 on to Level 6.
- If English is not your first language, a suitable English qualification e.g. IELTS.
- The CIM will consider any other equivalent alternatives.

### DELIVERY INFORMATION

- The course is delivered over three modules known as awards or each award can be taken separately. Delivery is one session per week (approximately 10 weeks per award).
- Delivered on a Tuesday 18.00-21.00.
- In addition you are expected to undertake between 6 hours independent study/reading per week.
- Course entry points in September, January and April.
- The Digital Customer Experience module runs from September to December, Innovation in Marketing from January to March and Marketing and Digital Strategy from April to July.

### PROGRESSION

You will have affiliate studying membership of the CIM whilst undertaking the qualification. After you successfully complete this course with sufficient experience you will be eligible to apply for graded CIM membership and be invited to attend our Graduation ceremony.

### METHODS OF ASSESSMENT

- Marketing and Digital Strategy Assignment
- Innovation in Marketing Assignment
- Digital Customer Experience Assignment

### STAFF EXPERIENCE

Lecturers have occupational experience in marketing as well as degree level or higher academic qualifications. In addition each will have a recognised teaching qualification.