CIM LEVEL 6 DIPLOMA IN PROFESSIONAL MARKETING

QUALIFICATION OVERVIEW

The aim of the CIM Level 6 Diploma in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

Successful completion of the CIM Level 6 Diploma in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at a management level and to carry out an essential and successful professional marketing role within the workplace.

QUALIFICATION STRUCTURE

The diploma qualification consists of three modules, two mandatory and one elective.

Complete one module and receive an award. Complete two mandatory modules and one elective module to achieve the full qualification.
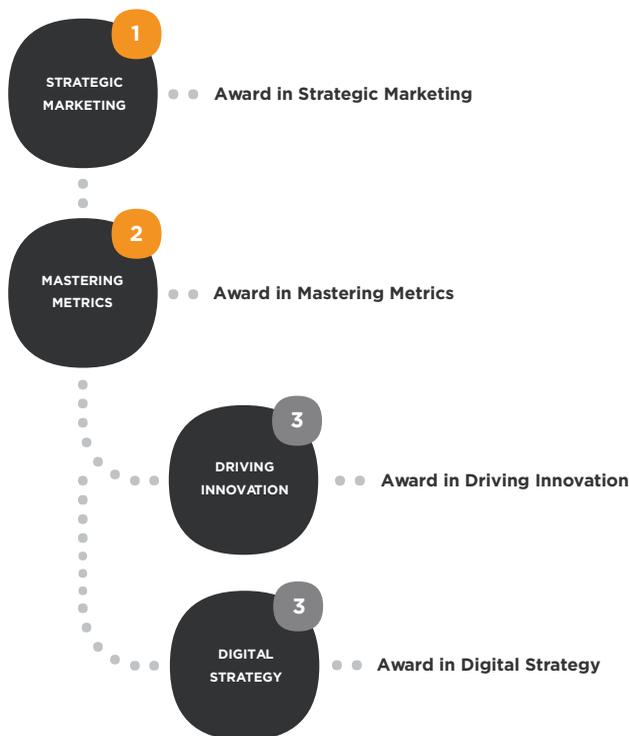
There is a choice of elective modules and we will be continually reviewing them and adding more in line with industry demands.

ENTRY REQUIREMENTS

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

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing.
- 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 (ie 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 provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

1 STRATEGIC MARKETING — Award in Strategic Marketing

2 MASTERING METRICS — Award in Mastering Metrics

3 DRIVING INNOVATION — Award in Driving Innovation

3 DIGITAL STRATEGY — Award in Digital Strategy

WAYS TO STUDY

Enrolment at a CIM Accredited Study Centre is required to study the CIM Modular Pathway qualification. The following modes of study are available:

- Face to face.
- Distance learning.
- Blended (a combination of face to face and distance learning).

ASSESSMENTS

A variety of assessment methodology is used for the CIM Level 6 Diploma in Professional Marketing depending on the module chosen. Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs.

In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

HOW LONG WILL IT TAKE TO STUDY?

Notional learning time – this is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria and includes:

- Guided learning hours.
- Practical and work-based learning.
- Assessment preparation time.
- Assessment time.

Each module will take 130-150 hours notional learning time.

There are three assessment sessions per year. We would expect that one module could be completed within four months and the full diploma qualification (three modules) could be completed in a year.

YET TO FINISH A CIM QUALIFICATION?

If you have started a CIM qualification, you may be eligible to transfer to the new qualifications. Contact CIM about transition options.

HOW DO I ENROL?

1 Choose and contact your preferred Accredited Study Centre
Visit: **www.cim.co.uk/studycentres** to find your centre.

2 Join CIM
To take a qualification, you'll need to join us first. Most new members join as an Affiliate. As a member of CIM you will have access to a range of benefits and resources that can support your studies and professional marketing career. If you are already a member, just apply for your chosen qualification.

To join simply complete an application form to study, the easiest way to do this is online at **www.cim.co.uk/joinonline**