

The Chartered Postgraduate Diploma – Stage two

On completion of Stage one, the CIM Professional *Postgraduate Diploma*, along with suitable experience, candidates can progress to the Chartered status qualification. Candidates must be in a position to plan and agree a work-based project that is relevant to their business context. The core benefit of this qualification is that it defers immediate Chartered status on the candidate and demonstrates both professional and personal competence in marketing.

Benefits to you:

- Design, implement and evaluate a live strategic business project
- Develop professional skills, knowledge and behaviours
- Structured report
- Self-managed learning
- Develop in their role as a marketing professional

By the end of Stage two, candidates should be able to:

- Demonstrate a critical awareness of current and emerging issues in marketing that is informed by leading edge research and practice in the field.
- Propose a strategic response to an emerging marketing theme that considers the impact on marketing and its interaction with other parts of the organisation
- Critically evaluate the skills, behaviours and attitudes required to lead strategic marketing projects;
- Critically assess published research to determine methods of designing, implementing, measuring and monitoring the success of a project and marketing performance:
- Design and conduct research into marketing and business issues using a range of business data, research sources and appropriate research methods;
- Demonstrate the relationship between theory and professional practice through the application of a range of appropriate assessment tools and techniques to measure project success.
- Critically evaluate project success and recommend appropriate actions to improve the implementation of future business projects or to revise approaches to practice
- Critically assess personal performance and provide a range of evidence that demonstrates that they can take responsibility for their own personal and professional development;
- Develop their ability to operate effectively in a strategic marketing role through continuing professional development.

Why do it?

The concept of life-long learning, professional competence and contemporary skills are ongoing requirements for careers. In the goal for career progression, you need a marker that differentiates you from the rest.

With this qualification you gain immediate and lifelong Chartered status. It also puts you at the forefront of marketing practice, *globally*. By the end of the course, you will be a strategic, commercial, creative professional who can choose where in the world they would like to work.

How will you be assessed?

Students are expected to design, implement and evaluate a live strategic business project which they have led. The work-based project will consist of three distinct phases consisting of:

1. Part one – personal analysis and development
2. Part two – plan and implementation
3. Part three – evaluation and future

Syllabus	Report content	Benefit to you
Part one – defining the project	<ol style="list-style-type: none">1. Project proposal2. Literature review – emerging themes3. Self-evaluation	Have I chosen a suitable project? How contemporary is this area? What is best practice? How will it benefit my career?
Part two – project implementation and assessment	<ol style="list-style-type: none">1. Project plan2. The Business project3. Project evaluation	What needs to be achieved? How did it 'go' for real? What are the key insights?
Part three – Self review and CPD	<ol style="list-style-type: none">1. Self-evaluation2. Future career plans	Leveraging the experience for career development and progression Excellence – inclusion on your CV

You must pass Part 1 before progressing to latter stages.

Obtaining a full Masters qualification is faster, easier and straightforward

As and when you want to

On completion of the Chartered Postgraduate Diploma, candidates have the option to complete at this point or they will have 120 Masters levels credits. They then only need to join a top-up programme to convert this qualification into a full Masters qualification. This could be at any University in the UK or internationally. The CIM are providing a list of accredited institutions.

You can therefore 'park' your Stage two qualification and convert into a Masters **at any point in your career** (no longer than ten years though). The benefit is that you have the option to choose when and where this is, depending on where your role and career take you.

What will it cost?

Please contact Goldcrest Academy for further information – email apply@goldcrestacademy.co.uk

How will the course be run?

The course consists of five workshops, which run from 0900 to 1300:

1. Syllabus briefing
2. Producing a literature review and self-evaluation
3. Research methods (for project effectiveness review)
4. Progress report
5. Progress report and Action Learning sets (shared group work).

Six one to one tutorials are included with your tutor for project progress and review. You can draw down these tutorials as and when you need them, so it is flexible to your needs.

Please note that you must be a CIM member and have entered for the assessments prior to the following deadlines:

For December 2011 assessment session

By post: 1 October 2011
Online: 8 October 2011

For March 2012 assessment

By post: 9 December 2011
Online: 16 December 2011

WHAT NEXT?

We expect you to have some questions about the course and assessments. So do please get in touch. By email, calling or via the website:

Email: apply@goldcrestacademy.co.uk

Call: 0870 44 63 411

Visit: www.goldcrestacademy.co.uk/marketing_courses.

If you would like to **fast-track your application**, simply email a copy of your CV to us at apply@goldcrestacademy.co.uk. We will then contact you to discuss the course and your study aims.

To book the course - all you have to do is complete the application form and send this through by:

Email: apply@goldcrestacademy.co.uk

Fax: 0870 44 63 414 or

Post: Goldcrest Academy Limited, Victoria House, The Moor,
Hawkhurst, Kent TN18 4NR.