

## **THE PROFESSIONAL *Postgraduate* DIPLOMA with Goldcrest Academy and THE *Chartered* Postgraduate DIPLOMA with Goldcrest Academy**

### **Who is it for?**

Those seeking to become Marketing Strategists and professional practitioners. This qualification incorporates the knowledge and skills required by marketing professionals who aspire to work in strategic/senior management roles at Director level. This qualification will help those whose roles report to and influence Board decisions with cross-functional roles that have wide business impact. This is a Level 7 qualification.

### **Benefits to you**

- To become a highly qualified, strategic marketer.
- To obtain the ability, knowledge, skills and knowhow of a senior marketing manager.
- To be able to contribute to and work towards leading the organisation's strategic focus, developing marketing strategies and the corporate communications plan.
- On completion of the course, you will be entitled to use the letters DipM MCIM after your name to underline your status as a highly qualified marketer. You are then eligible to complete the Stage two qualification, the *Chartered* Postgraduate Diploma.
- The expected skills for Level 7 marketers (on completion), will include planning, thinking strategically, prioritising, contingency planning, evaluating, decision making, communicating, thinking creatively, balancing options, competing interests and needs, influencing and leading.

### **Entry criteria**

The CIM require that you meet ALL of the following criteria, as a minimum:

1. CIM Professional Diploma in Marketing (either 2003 or 2009 syllabus) or the CIM Advanced Certificate in Marketing

#### **OR**

2. A business or marketing Bachelors or Masters degree (or an equivalent qualification) where a *minimum of half the credits come from marketing* (ie 180 credits in Bachelor degrees and 90 credits in Masters degrees).

#### **AND**

3. A range of experience working at Senior Marketing Management level that has provided potential students with ability to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and is sufficient to pass the Entry Test to Level 7.

*Note: With qualifications which are over 10 years old, the CIM will not consider them for exemption purposes. Those educated outside of the UK must have achieved the equivalent of the above entry criteria and, where English is not their first language, evidence of English language competence to IELTS 6.5 must be provided.*

### **What does the course consist of?**

There are four modules which must be completed and passed to achieve this qualification. The modules are:

1. Emerging Themes
2. Analysis & Decision
3. Marketing Leadership & Planning
4. Managing Corporate Reputation

## 1. Emerging Themes

<b>The module</b>	By the end of this unit, candidates should be able to: <ul style="list-style-type: none"><li>critically assess and evaluate the significance of various emerging themes (on marketing, business and organisations), to demonstrate an ability to recognise the strategic importance of these key themes, and to consider how best to take them into account when developing and implementing marketing strategies;</li><li>establish strategies and mechanisms for anticipating future trends and emerging themes.</li><li></li></ul>
<b>How you will be assessed</b>	By assignments (2)

## 2. Analysis & Decision

<b>The module</b>	This module consists of three parts – (1) a strategic audit, (2) strategic options evaluation and (3) recommendations for strategic marketing decisions.  By the end of this unit, candidates will be able to: <ul style="list-style-type: none"><li>Undertake a strategic marketing audit, assessing an organisation’s competencies, competitive advantage, market performance, customers, competitors, product and service portfolios, positioning, value proposition and market impact;</li><li>Assess the impact of external factors on an organisation and its strategic intent and direction;</li><li>Utilise the strategic marketing audit to critically evaluate a range of strategic marketing options available to an organisation, including innovation, mergers, acquisitions, partnering, alliances, environmental sustainability and CSR, in order to deliver best value growth and expansion opportunities for the organisation;</li><li>Utilise a range of financial and other measurement tools to assess the financial and non-financial benefits of recommended strategic marketing decisions;</li><li>Utilise a range of risk assessment tools to critically assess the risk of strategic market decisions and their impact upon an organisation, including financial, corporate and reputational risk.</li><li></li></ul>
<b>How you will be assessed</b>	This unit is a pre-seen case study examination. .

### 3. Marketing Leadership & Planning

<b>The module</b>	<p>By the end of this module, candidates should be able to:</p> <ul style="list-style-type: none"><li>• Critically evaluate the links from the corporate strategy to the marketing strategy and ways of delivering an organisation's corporate mission and vision effectively;</li><li>• Develop marketing strategies to establish an organisation's competitive and sustainable marketing and relationship strategies to achieve the organisation's strategic intent and deliver its value proposition;</li><li>• Develop strategic but operational marketing plans at organisational level (not just functional) using synergistic planning processes, taking account of different planning frameworks (cross-functional and board level contribution) and ensuring they are within the resource capabilities of the organisation;</li><li>• Determine the most appropriate organisational structures for market-oriented organisations and changing organisations, whilst evaluating the resource implications and requirements;</li><li>• Develop sustainable competitive advantage through suitable approaches to leadership and innovation</li><li>• Assess the link between change programmes, marketing activities and shareholder value, show how these can contribute to an organisation's ongoing success, and evaluate the concepts of power, trust and commitment in the context of negotiating change with key stakeholders.</li></ul>
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<b>How you will be assessed</b>	This assessment is an integrative work-based project.
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### 4. Managing Corporate Reputation

<b>The module</b>	<p>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. All too often, a gap develops between the way an organisation intends to be seen and the reality, namely the way stakeholders actually perceive it.</p> <p>This module will encompass methods to:</p> <ol style="list-style-type: none"><li>1. critically evaluate the way organisations develop their identities and some organisations use these to form images and assign reputational status;</li><li>2. Critically analyse the elements that contribute to the identity that an organisation projects to its stakeholders, sometimes through a corporate brand;</li><li>3. critically evaluate the linkage between how an organisation wants to be seen and how it is seen, namely corporate communications.</li></ol> <p>The detail specified in this module is based on ideas, practice and the research literature relating to corporate branding, communications and reputation.</p>
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<b>How you will be assessed</b>	<p>This will be assessed based on a work-related assignment, consisting of two elements:</p> <ol style="list-style-type: none"><li>1. a compulsory core task (worth 60% of marks)</li><li>2. one elective (chosen from a choice of three options), (worth 40% of marks)</li></ol>
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## What will it cost?

The tuition fees are £495 per module or £1,980 for all four modules. All fees are subject to VAT at the prevailing rate. Discounts are available if you sign up for and pay for all four modules prior to course start.

### All four modules

PG Diploma £1,980 ex VAT. **Early birds discount of £180** if you sign up and pay for all four modules prior to course starting.

### Individual module fee

PG Diploma £495 ex VAT for funding one unit at a time.

All course fees include:

1. Course induction and training sessions, including refreshments.
2. Course book for each module (worth £30 per module or £120 across four modules);
3. Online course materials which you can access from home, work or when mobile;
4. Tutorial support for exams by email or telephone, along with a dedicated revision session for exam students.

**The only additional items to pay for are membership to the CIM and assessment entry fees.** The costs are

- £200 for annual membership, with assessment fees which are:
- £90 for each assessment (from 1 July 2009) x 4. These can be paid as you take each assessment.

The total CIM costs are therefore £560. These fees can be paid direct to the CIM or through Goldcrest Academy Limited. For further information on these, please go call CIM on +44 (0) 1628 427120. Please note that the CIM update fees annually in July and we will update you on this.

## How and when to study

We offer 'blended' courses - face to face training, followed up by a structured programme of activities, focussing you on the key skills and assessments. Work is marked and feedback to you between sessions, so you know how you are progressing and can move to the next stage. Tutorial support is available by telephone and email between sessions.

To get you started, we commence with a dedicated induction session, focussing you on key course requirements, including an overview of the course, key requirements and information on course texts and resources.

### How do you benefit?

Starting with classroom sessions, you gain a good understanding of the course upfront. This is important as marketing is an integrated subject and you need to understand how theory works (concept), can be used in practice (application) and can assess the usefulness of the technique (evaluation). It also means you can identify your personal strengths and weaknesses early on and therefore focus your studying efforts too. We can then align online sessions to build and grow skills further. You have the added advantages of less travelling time and you can choose when to study at home, at work or when away.

Please note that dates may be subject to change and any changes will be notified to students at the earliest opportunity

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

#### **For December 2009 assessment session**

By post: 2 October 2009

Online: 9 October 2009

#### **For June 2010 assessment session**

By post: 2 April 2010

Online: 9 April 2010

### WHAT NEXT?

Please contact Goldcrest Academy for an application pack on

Visit: [www.goldcrestacademy.co.uk](http://www.goldcrestacademy.co.uk)

Call: 0870 44 63 411

Email: [info@goldcrestacademy.co.uk](mailto:info@goldcrestacademy.co.uk)

Download: The application form from our website and send to us at Goldcrest Academy Limited, Victoria House, The Moor, Hawkhurst, Kent TN18 4NR.

On receipt of your completed application form, we will contact you to arrange a suitable interview date. This is an informal meeting to discuss the course, your needs and the assessment options. At this meeting, we also discuss the entry level test requirements.