



The Chartered  
Institute of Marketing

# Level 6 (Intermediate)

Diploma in Professional  
Marketing

Diploma in Professional  
Digital Marketing



# About CIM

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CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 12,500 studying members in 118 countries and 18,000+ assessments are taken by our students every year.

Our qualifications are delivered through an international network of Accredited Study Centres, enabling you to learn in a way that suits your lifestyle – from flexible awards to full qualifications.

Each module is based on our unique Professional Marketing Competencies designed to help marketers meet the increasing demands that are expected of them at every stage in their career.

Over  
**100** years  
of supporting, developing  
& representing marketers

**12,500+**   
current studying members

**118**   
countries

**18,000+**  
assessments taken every year



# CIM qualifications road map

Qualification	Who it is for
Foundation Certificate in Professional Marketing	Those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing. You can choose between two qualifications to suit your individual career path.
Foundation Certificate in Professional Digital Marketing	
Certificate in Professional Marketing	Marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career. You can choose between two qualifications to suit your individual career path.
Certificate in Professional Digital Marketing	
Diploma in Professional Marketing	Marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path.
Diploma in Professional Digital Marketing	
Postgraduate Diploma in Professional Marketing	Senior marketers wishing to move to a more strategic management role. Through studying you'll develop the desired skills needed to respond to international marketing challenges. <b>Please note: This qualification is only available to those who reside outside of the UK.</b>
CIM Marketing Leadership Programme	Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities.

Structure	Level
<p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing Principles, Communications in Practice</p>	<p><b>Level 3</b> (Foundation)</p>
<p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing Principles, Digital Fundamentals</p>	
<p>To gain this qualification you'll need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Customer Insights</p>	<p><b>Level 4</b> (Intermediate)</p>
<p>To gain this qualification you'll need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Digital Marketing Techniques</p>	
<p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing &amp; Digital Strategy, Innovation in Marketing</p> <p><b>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass:</b> The Digital Customer Experience, Resource Management, Managing Brands</p>	<p><b>Level 6</b> Equivalent level to an undergraduate degree (Intermediate)</p>
<p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing &amp; Digital Strategy, Digital Optimisation, The Digital Customer Experience</p>	
<p>To gain this qualification you'll need to achieve a pass in the following modules: Global Marketing Decisions, Corporate Digital Communications, Creating Entrepreneurial Change</p>	<p><b>Level 7</b> Equivalent level to a Master's degree (Advanced)</p>
<p>To gain this qualification you'll need to achieve a pass in the following modules: Contemporary Challenges, Leading Change</p> <p><b>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass:</b> Consultancy, Managing Business Growth</p>	

# Level 6 (Intermediate)

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You'll have the choice to choose between studying the Diploma in Professional Marketing or the Diploma in Professional Digital Marketing. Both qualifications will equip you with the skills, knowledge and understanding to perform at a management level and carry out an essential and successful professional marketing role within the workplace.

## Who it is for

Our level 6 qualifications are for those professional marketers working in an operational, supervisory or management role who wish to develop their knowledge and skills across a range of areas to succeed and progress their career in marketing.

Some typical job titles for our level 6 qualifications may include: marketing manager, marketing and communications managers, corporate communications manager and brand manager.

## How it will benefit you

- Get a unique opportunity to blend practical skills and academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

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 or CIM Level 4 Certificate in Professional Digital Marketing.
- Any relevant Level 4 qualification
- Bachelor's or Master's degree, with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits with Master's degrees)
- Professional practice (suggested two years marketing in an operational role) and diagnostic assessment onto.

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

## Length of study

The Total Qualification Time (TQT) 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. This includes:

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

The TQT per module is 170 hours. There are three assessment sessions per year within the CIM qualification.

# Qualifications Structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be taken as an individual award or combined into either of the full qualifications.

To achieve the Diploma in Professional Marketing, you will need to achieve a pass in both mandatory modules and one elective module.

To achieve the Diploma in Professional Digital Marketing, you will need to achieve a pass in all three mandatory modules.



Currently there are two elective modules to choose from at level 6, which will determine which qualification you will achieve on completion. This will be continually reviewed.

# Modules

## Marketing & Digital Strategy

### Mandatory Module

#### Aims of the 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 to assess the external and internal environments that enable effective decision making. You will also be able to apply all stages within the marketing planning process – from the audit, through strategic decision making, to implementation of plans across both traditional and digital channels. Finally, you will learn how to manage resources and employ monitoring and measurement techniques that enable the achievement of strategic marketing objectives.

#### Unit 1: Situation analysis

- Understand how to analyse an organisation's current and future internal and external environments
- Interpret relevant information and insights to recommend and inform strategic decision making.

#### Unit 2: Planning

- Develop marketing objectives and strategy to deliver organisational objectives
- Develop a strategic marketing plan and a supporting marketing mix to deliver marketing objectives.

#### Unit 3: Implementation and control

- Define the resources required to deliver the strategic marketing plan
- Apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement plan for continuous improvement.

#### Assessment: Assignment

You will be asked to submit a work-based assignment based on a given theme and an organisation of choice.

## Innovation in Marketing

### Mandatory Module

#### Aims of the 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.

#### Unit 1: Innovation

- Understand how innovation and disruption are influencing organisational growth
- Assess the key factors that facilitate innovation in organisations.

#### Unit 2: Innovate marketing

- Apply principles of innovation throughout the marketing function
- Develop a business case for a marketing related innovation.

#### Unit 3: Innovation in action

- Understand the activities required for the implementation of innovative marketing
- Develop a plan for the communication of innovation.

#### Assessment: Assignment

You will be asked to submit a work-based assignment based on a given theme and an organisation of choice.

**Please note** the Innovation in Marketing module is one of the mandatory modules for the Diploma in Professional Marketing.

**Please note** the Marketing & Digital Strategy module is the mandatory module for both qualifications at level 6.



# The Digital Customer Experience

## Mandatory/Elective Module\*

\* This module is an elective module for the Diploma in Professional Marketing and a mandatory module for the Diploma in Professional Digital Marketing.

### Aims of the 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 customers' strategic 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.

### Unit 1: Channel selection and customer insights

- Assess the strategic options for channel selection
- Understand relevant insights into digital customers.

### Unit 2: Managing channels

- Understand how digital channels are managed effectively in practice
- Define requirements for legal compliance in digital campaigns.

### Unit 3: Digital customer experience

- Understand the customer journey
- Develop plans to improve the user experience .

### Assessment: Assignment

You will be asked to submit a work-based assignment based on a given theme and an organisation of choice.

**Please note** if you would like to achieve the Diploma in Professional Marketing, you'll have the choice to choose The Digital Customer Experience module as one of your elective modules.

However if you would like to achieve the Diploma in Professional Digital Marketing, The Digital Customer Experience module is a mandatory module for that qualification, whereby you will need to achieve a pass to gain the full qualification.

# Modules

## Resource Management

### Elective Module

#### Aims of the module

This module enables you to adopt a strategic approach to the implementation of marketing plans to meet marketing and business objectives. You will be able to deploy a full range of resources to optimise marketing results in an efficient and effective manner. Finally, you will gain the knowledge and skills to manage finances, which are essential in ensuring a return on the marketing investment, made within your organisation.

#### Unit 1: Managing people

- Develop and manage the marketing team
- Know how to improve marketing performance through people

#### Unit 2: Marketing resources

- Assess the effectiveness of the current resource mix
- Develop plans to improve marketing performance through an optimised resource mix

#### Unit 3: Marketing financials

- Apply appropriate techniques to manage the marketing budget
- Define ways of monitoring, evaluating and reporting the financial performance of marketing

#### Assessment: Assignment

You will be asked to submit a work-based assignment based on a given theme and an organisation of choice.

**Please note** if you would like to achieve the Diploma in Professional Marketing, you'll have the choice to choose the Resource Management module as one of your elective modules.

## Managing Brands

### Elective Module

#### Aims of the module

This module enables you to take a strategic approach to branding at a product/service level so that it is consistent with the corporate brand and impacts reputation positively. You will gain the skills to establish and position brand strategy, and also manage the brand so it continues to deliver the brand promise. You will also be able to ensure the success of the brand through adequate resourcing and monitor and maintain the brand in the long term.

#### Unit 1: Brand strategy

- Understand how brands are defined and positioned to add value to organisations
- Assess the elements of brand strategy .

#### Unit 2: Brand management

- Understand the factors that drive brand identity and success
- Develop a brand plan to deliver the brand strategy.

#### Unit 3: Brand metrics

- Apply a range of techniques to manage the resources to deliver the brand plan
- Interpret brand metrics and adapt the brand plan for continuous improvement.

#### Assessment: Assignment

You will be asked to submit a work-based assignment based on a given theme and an organisation of choice.

**Please note** if you would like to achieve the Diploma in Professional Marketing you'll have the choice to choose the Managing Brands module as one of your elective modules.

# Digital Optimisation

## Mandatory Module

### Aims of the module

For many organisations, adopting digital marketing has involved transforming aspects of their practice and application. This module will provide you with an in-depth understanding of the strategic implications of developments in the digital environment, as well as their impact on marketing. This will enable you to integrate and optimise digital marketing as well as develop strategic responses to change. You will also be able to ensure responses are measured to evidence success.

### Unit 1: Digital insights

- Understand the strategic implications of the changing digital environment on organisations
- Interpret relevant insights from the wider digital environment.

### Unit 2: Digital optimisation

- Develop responses to changing stakeholder needs and behaviours
- Develop a conversion optimisation plan.

### Unit 3: Digital analytics, monitoring and measurement

- Assess digital metrics and analytics
- Apply key digital measures to analyse optimisation.

### Assessment: Assignment

You will be asked to submit a work-based assignment based on a given theme and an organisation of choice.

**Please note** the Digital Optimisation module is one of the mandatory modules for the Diploma in Professional Digital Marketing.

Next step: find a study centre - visit: [cim.co.uk/study-centres](http://cim.co.uk/study-centres)

# FAQs

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## **I am looking to study a CIM qualification. What are my next steps?**

The first step to studying is to enrol with an Accredited Study Centre at [cim.co.uk/study-centres](http://cim.co.uk/study-centres). Your Centre will discuss your options with you and once you have enrolled, you can then join us ([cim.co.uk/join](http://cim.co.uk/join)) as a studying member and have a wealth of study resources at your fingertips.

## **How much will it cost?**

You will need to pay a tuition fee to your Accredited Study Centre, the cost of which can vary per centre. Fees payable to CIM include your annual membership fee and cost of assessments. You can find a list of appropriate fees on our website. Students are eligible for reduced assessment fees if residing in a country that qualifies for international reduced rates.

## **Can I study on my own?**

Self-study is not an available method of study. To study a CIM qualification, you must be enrolled with one of our Accredited Study Centres. Studying with an Accredited Study Centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

## **I have a marketing degree. Am I eligible for any module exemptions?**

We award exemptions through our Graduate Gateway programme. You can see if your university and degree are included here [cim.co.uk/qualifications/graduate-gateway](http://cim.co.uk/qualifications/graduate-gateway).

## **Can I use post-nominal letters after completing my qualification?**

If you complete the CIM Marketing Leadership Programme or Postgraduate Diploma in Professional Marketing, you will be able to use the letters, 'DipM' after your name. If you complete the Diploma in Professional Marketing or Diploma in Professional Digital Marketing, you would be eligible for associate graded membership ([cim.co.uk/upgrade](http://cim.co.uk/upgrade)) and could use the letters ACIM after your name, whilst holding current membership.

## **Will I be a Chartered Marketer after completing a CIM qualification?**

The prestigious Chartered Marketer status is achieved through a combination of qualifications, experience and Continuing Professional Development (CPD). To become a Chartered Marketer, you must first reach MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. A CIM qualification at level 6 and 7 will contribute towards your eligibility for graded membership.



If you have any other  
questions you'd like  
answered, email  
[qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)

# CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member. You'll be able to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking events and top up your skills with a discounted rate on our wide range of training courses. Also, as a member you'll gain recognition as a current and actively engaged marketer.

## Marketing and study resources

Whether you want to understand marketing trends within your industry or gain more insights about your customers, you will get free online access to an extensive range of reports, journals, business publications and marketing books. In addition, you will also have access to a range of CIM published e-books. [cim.co.uk/resources](http://cim.co.uk/resources)

## Practical insights webinars

You can gain access to interactive webinars designed to help you with today's newest trends and techniques in marketing. Available live or on demand, you can watch these webinars at your convenience.

## Content hub

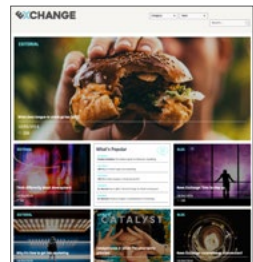
Our online content hub, Exchange, is packed with great writing, insightful data and thought leadership. Exchange publishes weekly content designed to provoke thought on a global scale. Exploring various sectors, disciplines and markets, we want to help shape the marketing profession and support the people that work within it.

## Catalyst

CIM's quarterly digital magazine, Catalyst, explores the world of marketing – delving into current issues within the profession and explaining the transformation that marketing is currently undertaking.



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# Enrol now

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Choose and contact your preferred Accredited Study Centre at: **[cim.co.uk/study-centres](http://cim.co.uk/study-centres)**, call the CIM Customer Experience team: **+44 (0)1628 427120** or email **[qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)**

## Join CIM

To take a qualification, you'll need to join us first. 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 visit: **[cim.co.uk/join](http://cim.co.uk/join)**



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