Professional Diploma in Marketing - Level 6

Focuses on the theoretical aspects of marketing and the skills to manage the marketing function including channel management, stakeholder impact and product development.

Who is it for?
Ideal for marketers who are responsible for the marketing process at an operational level, as well as those who are looking to build on the knowledge gained at Professional Certificate in Marketing level with a future marketing management role in mind.

Entry requirements
You will need to meet at least one of these criteria:
> CIM Professional Certificate in Marketing (2002 or 2008 syllabus)
> business or marketing Bachelors or Masters Degree (or equivalent) with a minimum of one third of credits come from marketing
> a pass on the entry test to Level 6.
> a minimum of 4 years marketing experience including at least one year at marketing management level.

If English is not your first language, at least IELTS level 6.5 or Trinity ISE III/IV will also be required.

What will you learn?
By the end of this qualification you should be able to:
> evaluate the role of the marketing planning process and its implementation in a range of marketing contexts including organisational strategy, culture and the broader marketing environment,
> develop and manage a brand and product portfolio in the context of the organisation’s marketing strategies and objectives
> recommend how a marketing function should be structured to deliver competitive advantage, marketing, and organisational success,
> identify the organisation’s information needs, scope of research projects, and resource capability to underpin the development of a business case to support marketing projects.

How long will it take?
There are four hand-in/exam dates a year and you can begin your studies at any time.

The four modules, studied as the complete learning package, which combines a two-day workshop for each of the modules with supported learning will typically take around one year to complete.

You can choose to study at a faster or slower pace to suit your requirements and we commit ourselves to support all our students for up to a maximum of two years.

For more information about workshop dates please visit www.professionalacademy.com
## Modules overview

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<tr>
<th>Module title</th>
<th>Description</th>
<th>Assessment</th>
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<tr>
<td><strong>The Marketing Planning Process</strong></td>
<td>You will gain a detailed understanding of the marketing planning process strategy including how to assess the dynamic marketing environment and review its impact on developing marketing plans and how to win competitive advantage. You will also consider contemporary and sophisticated segmentation, targeting and positioning processes to ultimately put together a practical and tactical marketing plan.</td>
<td>Work-based assignment</td>
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<tr>
<td><strong>Delivering Customer Value Through Marketing</strong></td>
<td>You will consider all marketing activities to achieve customer satisfaction and meet your organisation’s objectives through effective marketing mix strategies which deliver stakeholder value. You will also learn how to develop the product portfolio, manage marketing channels, use the communications/promotions mix and manage customers service expectations.</td>
<td>Case-study exam</td>
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<tr>
<td><strong>Project Management for Marketing</strong></td>
<td>A practical module in which you will learn the key skills of project management including how to initiate, implement, and control marketing projects. This will include the use of research and information, preparing proposals and briefs to identify stakeholder needs as well as preparing and justifying a business case for a proposed project.</td>
<td>Work-based assignment</td>
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<tr>
<td><strong>Managing Marketing</strong></td>
<td>This module considers HR, management skills and the financial aspects of marketing. It also includes developing and managing marketing teams as well as the development of effective quality systems and processes to support compliance, and approaches to measuring and monitoring marketing activities.</td>
<td>Project-based assignment</td>
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