



The Chartered
Institute of Marketing

CIM Marketing Leadership Programme

Level 7

A smart and flexible qualification



Over
100 years
of supporting, developing
& representing marketers

14,000 
current studying members

110 
countries

20,000+ 
awards taken by our students every year

Welcome

I am delighted that you have chosen to find out more about our new CIM Marketing Leadership Programme, created to develop you from a marketing professional into an advocate for leading change within your organisation.

Our extensive research across a wide range of employers, senior marketing professionals and the wider business community, highlights the must-have skills needed by the senior marketers of the future, to improve business impact and the preparation for the growing demands of responsible business culture.

Senior marketers are integral in identifying the key influences – both external and internal – that are likely to become future drivers of an organisation. The CIM Marketing Leadership Programme enables you to take key influences, apply strategic thinking and match them with organisational resources to support and deliver on business goals.

The challenges faced are explored in the programme and each qualification module is underpinned by our unique Professional Marketing Competencies designed to help marketers meet the increasing demands at every stage in their career.

If you are an experienced and ambitious marketer seeking to advance your career through a professional qualification and keen to demonstrate the positive impact of your studies on your business, this qualification is the right choice for you.

I sincerely hope that you find our CIM Marketing Leadership Programme of interest and look forward to hearing from you in the future.

Yours sincerely,

Teresa Folkes
Director of Learning

Creating a pathway for your professional career...

CIM qualifications road map

Designed to meet the needs of employers, the CIM Marketing Leadership Programme responds to the requirements of senior marketing professionals and offers skills and knowledge to help you transition from a management to a leadership role.

If you are an experienced marketer or consultant seeking to advance your career, make an impact on the growth of your organisation and lead through change, this new qualification is the choice for you.

Qualification	Who is it for?	Structure	Level
Foundation Certificate in Marketing	People of all ages and stages of their career. Ideal for managers in non-marketing functions, entrepreneurs, apprentices and those starting out in a marketing career.	One mandatory module: <ul style="list-style-type: none"> Marketing Principles Choice of elective module: <ul style="list-style-type: none"> Customer Communications NEW: Digital Essentials 	Level 3 (Foundation)
Certificate in Professional Marketing	Aspiring marketers who want to gain knowledge and skills to progress a successful career in marketing. Ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing.	Two mandatory modules: <ul style="list-style-type: none"> Marketing Integrated Communications Choice of elective module: <ul style="list-style-type: none"> Customer Experience Digital Marketing 	Level 4 (Intermediate)
Diploma in Professional Marketing	Marketers in operational, supervisory or management roles who want to develop their marketing knowledge and skills. Suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.	Two mandatory modules: <ul style="list-style-type: none"> Strategic Marketing Mastering Metrics Choice of elective module: <ul style="list-style-type: none"> Driving Innovation Digital Strategy 	Level 6 Equivalent level to an undergraduate degree (Intermediate)
CIM Marketing Leadership Programme	Experienced marketers working at a strategic marketing or management level or aspiring to do so. Consultants looking for professional recognition and status whether working in large organisations or as independent business owners.	Two mandatory modules: <ul style="list-style-type: none"> Contemporary Challenges Leading Change Choice of elective module: <ul style="list-style-type: none"> Consultancy Managing Business Growth 	Level 7 Equivalent level to a Master's degree (Advanced)

CIM Marketing Leadership Programme

The CIM Marketing Leadership Programme has been developed to respond to both industry and individual needs within the marketing profession. Extensive global, employer-led research across a range of industry sectors and organisational size has been undertaken to identify the skills and competencies industry requires to fully develop a marketing professional into an advocate for leading change within a dynamic organisation.

The programme has been scoped through discussions with a range of connected stakeholders, and compared with other professional awarding organisations to ensure the programme content and structure fits with the demands of the marketing role at this level.

Qualification overview

This programme sits alongside the qualification suite offered by CIM and its emphasis is upon development of aspiring individuals to facilitate and implement change rather than achieving a qualification.

They will be ambitious, seeking to advance their career through study which will have a positive impact on their career and performance within the workplace. The opportunity to build knowledge and skills within a professional network of like minded marketing professionals will be an important aspect of the programme.

The programme has been structured to reflect the researched need for a flexible and bite sized approach to meet the needs of today's professional marketer. Each module can be achieved as a distinct, self-contained award or

combined into the full qualification which will comprise of two mandatory modules and one elective.

Who is it for?

The programme is for experienced marketers aspiring to work at a strategic marketing or management level or who need to back up their expertise or refresh their modern marketing knowledge. It is also for consultants looking for professional recognition and status whether working in large organisations or as independent business owners.

Entry criteria

- Level 6 qualification held or a Bachelor's or Master's degree
- Career progression evident – past, present and future
- Experience working at marketing management level
- Scope of current role is sufficient to allow engagement with assessment tasks
- IELTS 6.5 and above

Mode of study

Initially the programme will be available through a limited number of UK based accredited study centres (ASCs) through a face-to-face or blended learning approach to more easily facilitate the networking opportunities required by the learner and to create a community of learners accessing the programme. Expansion into international markets and other ASCs will be considered in 2017.

Assessments (methodology)

There will be three assessment sessions per year taking place in: December, March/ April and June.

Assessments for all modules will be an organisational based assignment designed to allow the candidate to address a specific real-life business issue. It is essential the candidate works within/on behalf of an organisation that offers the scope to demonstrate their skills across the content of the individual modules.

A high level of individual tutorial support and peer to peer support will be required to ensure the learners intended approach fulfils the demands of the assessment in terms of content and level of skills utilised.

Some assignments may include an element of self-directed assessment to ensure maximum applicability to the organisation and relevance of the assessment process to the employer and learner. Some degree of presentation preparation will form part of the assessment for the elective modules.

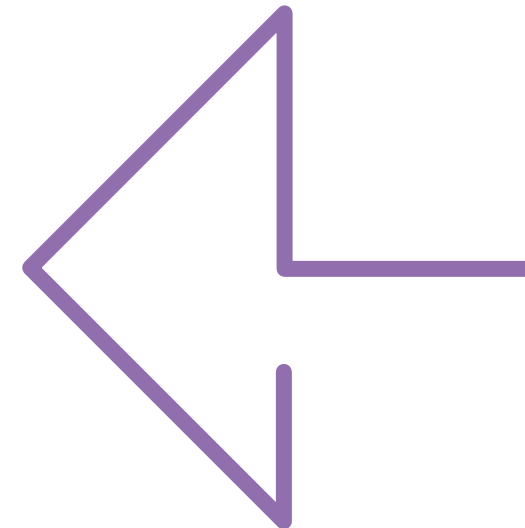
Assignments will be restricted to taking the learner to the implementation stage of recommendations – full implementation of recommended solutions may not be possible within the learner organisations during the assessment period.

Sample assignment briefs will be made available to ASCs on the appointment of the senior examiner team.

How long will it take to study?

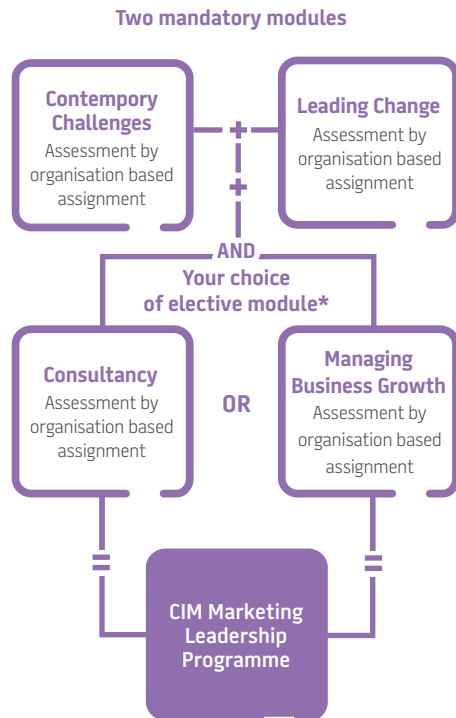
Research indicated that learners are looking for a programme that can be completed within 18 months. This would allow six months for each module of study.

Notional learning time is estimated at 6-10 hours per week, this includes both supported and independent learning.



Full qualification

To achieve the qualification, a pass in both mandatory modules plus one elective module is required.



*Currently there are two elective modules available. This will be continually reviewed.

Bite-size awards

Each module can be achieved as a distinct, self-contained award which can be built up to attain the full qualification. The modules can be approached in any order.



Endorsements by employers



“As a senior marketer in industry, I was privileged to be part of the team that developed the new CIM Marketing Leadership Programme. At a time where marketing is becoming even more critical to business success - and also a time where the profession itself is evolving so rapidly - it is vital for marketing professionals to maintain a razor sharp focus on personal & skills development. I believe this new CIM postgraduate qualification represents a step-change in providing senior marketers with the knowledge, skills and confidence they'll need to thrive - not only in relation to modern marketing challenges such as personalisation, digital and data - but also around building the fundamental business and strategic skills which marketers need to prosper in forward thinking, customer orientated organisations across all sectors.”

Owen Tebbutt

Head of Marketing,
IBM Global Business
Services, UK & Ireland



“The revamp of the CIM level 7 qualification has been developed through close collaboration with employers, and as a result is a very practical and relevant qualification giving valuable skills to the individual and any marketing team they sit within.”

Helena Barras

Marketing Manager,
Johnson Matthey

“As a professional marketer with more than 15 years of experience, I am all too aware of how demanding today's business environment is for ambitious marketers.

This new qualification, designed to meet the needs of modern businesses and marketing professionals, provides a comprehensive and immediately applicable method to develop and hone the skills and knowledge needed to market successfully. Regardless of the industry, size or scope of your business, the technical and managerial tools together with the in-depth understanding of each learning area, make this qualification a very powerful addition to the repertoire of any senior marketer and their employer. Modern, forward-thinking organisations will find that this qualification equips their marketing professionals with the means to strategically develop the business far beyond the realms of traditional marketing. As the highest level of qualification the CIM offers, it is a mark of quality and distinction that cannot be gained elsewhere.

As an employer and a senior marketer, I have no reservations in recommending this qualification to businesses and individuals who need/want to invest in their future.”

Monique Eisenberg

Marketing manager

“I was delighted to take part in the composition of the new CIM Marketing Leadership Programme.

The professional qualifications are becoming even more important in a rapidly changing business environment where marketing is increasingly at the centre of this change and requires an even expanding skillset. CIM clearly recognises with this new qualification, the need to support marketing professionals by evolving its qualifications.”

Tony Galloni
Marketing Director,
Engie



Two mandatory modules

Contemporary Challenges

Aims of the module

Senior level marketers need to be able to identify the key influences on the future drivers of the organisation and match those with organisational resource to determine future direction.

This module will enable you to evaluate the potential impact of emerging contemporary marketing challenges and apply strategic thinking to develop future strategies.

Module structure

Part 1: Dynamic marketing environment

- Critically analyse the changing dynamics of an organisation's environment
- Determine key business drivers for organisational success

Part 2: Develop creative thinking

- Evaluate the relevance of emerging marketing challenges to the organisation's future direction
- Critically assess the contribution of the challenges to the value creation of an organisation

Part 3: Create insight, vision and direction

- Demonstrate a clear understanding of how the organisation can develop a positive response to emerging challenges
- Recommend resource-led innovative approaches to contemporary marketing challenges

Assessment: Assignment

You will be asked to submit an organisation based assignment.

Leading Change

Aims of the module

A key aspect of a senior marketer's role is leading and managing change within an organisation. This module will enable you to meet the challenges of change by providing a platform for supporting future responses through harnessing organisational potential and sustainable innovation.

In addition you will develop an understanding of how the organisation's assets can be managed to build and sustain a clear market position to guide, support and implement market-led change within an organisation.

Module structure

Part 1: Building the case for change

- Develop critical understanding of how to harness organisational potential to generate and sustain value for all stakeholders
- Use insight to develop sustainable innovation relevant to the direction and resources of the organisation

Part 2: Creating a change culture

- Appraise the role of brand equity and corporate reputation in directing and sustaining change within the organisation
- Demonstrate how a customer-facing organisational structure and culture can support strategies to optimise corporate capability

Part 3: Implementing change

- Recommend the use of contemporary practice in effectively leading, managing and influencing others to deliver organisational change
- Appraise the process and environment required to implement, review and reflect on the effectiveness of organisational change

Assessment: Assignment

You will be asked to submit an organisation based assignment.

Two elective modules

Consultancy

Aims of the module

Senior marketers often gain experience across different organisational types and sizes over the course of their career, giving them a detailed insight into a range of marketing related issues and problems. This experience, within the heart of an organisation, can be developed into a consultancy role either within a large organisation linking in with key clients or as an independent consultant within a marketing specialism.

Module structure

Part 1: Building and developing client relationships

- Critically assess the components of a sustainable and clearly defined consultancy proposition
- Develop the personal brand

Part 2: Scoping the potential service

- Critically assess the contributing factors to a client's business issue
- Evaluate how to facilitate change within the client's organisation, in response to the client's business issue

Part 3: Delivering the client outcome

- Critically appraise how to develop and implement the agreed solution
- Design and implement systems, processes and procedures to embed the agreed solution

Assessment: Assignment

You will be asked to submit an organisation based assignment.

Managing Business Growth

Aims of the module

Growth is a key driver within any organisation and developing both a structured and creative approach to determining where potential or existing opportunities exist is an essential skill for senior marketing professionals. The size, type and form of the organisation can help or hinder this process so an in depth knowledge of the complexities of the organisation and its context is critically important to facilitate decision making at the strategic level.

This module is designed to enable the marketer starting with a wider view of organisations to focus down onto a specific area – ideally the one they work in or interact with in their current role, and to facilitate solutions which maximise strategic fit.

This module can also be delivered in one of two ways, dependent on the learner profiles:

- EITHER specific to an organisational type e.g. B2B or SME organisations are plentiful across both the UK and international markets
- OR as a generic module

Module structure

Part 1: Dynamics for business growth

- Critically appraise the market dynamics and business drivers relevant to the organisation and the industry sector
- Understand the customer dynamics relevant to the organisation and the industry sector

Part 2: Determining direction

- Recommend how organisational competence can be developed to deliver future objectives
- Critically evaluate how organisational characteristics influence the market positioning of the organisation's products/ services

Part 3: Building relationships

- Critically assess which connected stakeholders are fundamental to the future success of the organisation
- Demonstrate how to utilise strategic partnerships to leverage organisational success

Assessment: Assignment

You will be asked to submit an organisation based assignment.

Working towards a Masters or MBA

Each module has an individual credit value of 20 credits, with the programme representing 60 credits which can be used as Accredited Prior Learning (APL) towards other Level 7 qualifications such as a Master's programme.

In terms of the time required by the learner this would equate to approximately 200 hours of learning per module.

Next Steps: to enrol, visit: www.cim.co.uk/studycentres

CIM Membership: Supporting you throughout your marketing studies and beyond

Why become a member?

Want to expand your marketing knowledge and network? Becoming a CIM member can help with that. You can gain professional recognition through our marketing qualifications, take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking and knowledge sharing events and top up your skills with discounted rates on our wide range of training courses. As a member of CIM you will 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 via the CIM website. We can also offer tailored research support.

Practical insights webinars

You can gain access to interactive webinars designed to help you with today's most pressing questions and opportunities. Available live or on-demand, you can watch the webinars at your convenience.

Exchange

Our online content hub Exchange is packed with great writing, insightful data and genuine thought leadership. Exchange publishes daily content designed to provoke thought and reaction 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 magazine Catalyst explores the world of marketing – delving into current issues within the profession and the transformation that marketing is currently undertaking.



CATALYST
MARKETING
INSIGHTS
MAGAZINE

EXCHANGE

FAQs

Why CIM Marketing Leadership Programme?

This programme has been developed to support you as a marketing professional into an advocate for leading change within your organisation. It responds to both industry and individual needs within the marketing profession and is based on extensive global, employer-led research. It will enable you to become integral in identifying the key influences - both external and internal - that are likely to become future drivers of the organisation, draw an insight, apply strategic thinking and leadership and match them with organisational resources to support business goals.

I have decided to study the programme, what are my next steps?

The first step in studying this qualification is to enrol with one of our UK based accredited study centres.

Initially the programme will be available through a limited number of UK based accredited study centres through a face-to-face or blended learning approach. The UK based accredited study centres offering this qualification in the pilot phase are:

Cambridge Marketing College, Cambridge Professional Academy, CIM Academy, Goldcrest Academy, Nesma (North East Sales and Marketing Academy), Oxford College of Marketing, The Marketers Forum. Once you have enrolled with a tuition provider, you can then join us (www.cim.co.uk/join/register/) as a studying member and have a wealth of study resources at your fingertips.

What are the entry criteria?

You will need to contact one of our accredited study centres to have your entry level assessed. They will consider your previous qualifications or degrees, career progression, experience of working at a strategic marketing or management level to determine whether the qualification is suitable for you.

How much will it cost?

There are different costs associated with a CIM qualification. You will need to pay a tuition fee to your study centre, the cost of which can vary. We would recommend contacting several to compare prices and what is included in this fee, as well as their results and the level of support offered. Fees payable to CIM include your annual membership fee, and the cost of assessments. You can find a list of appropriate fees on our website.

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. CIM's accredited study centres are assessed on a regular basis to ensure standards are maintained. Part of a centre's accreditation includes an assurance that all CIM students will be provided with tailored advice and guidance on matters such as examination technique, past examination papers, and materials to support learning, as well as CIM's assignment briefs. Studying with an accredited study centre means you can be confident that you will receive the best teaching practices from qualified marketing professionals.

How long does it take to complete?

The duration of your studies will depend on your chosen study method and the study timetable of the centre. Please discuss your expectations and requirements with your study centre to ensure that you are able to study in the most appropriate way for you.

Can I complete just one module?

Each specialised module can be achieved as a distinct, self-contained award. This allows for a flexible learning experience whereby you can continue to complete short awards, eventually gaining the full qualification in a time frame that suits you.

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

If you complete the CIM Marketing Leadership Programme, you will be able to use the letters 'DipM' after your name.

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 firstly reach MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. A CIM qualification will contribute towards your eligibility for graded membership.

If you have any other questions you'd like answered, email qualifications@cim.co.uk

Professional Marketing Competencies

CIM's Professional Marketing Competencies are a framework of marketing standards which provide a guide to the skills and behaviours that are expected of professional marketers at varying levels of proficiency.

Developed from extensive research with employers and employees in both marketing and broader business functions, the competencies are unique to CIM. They offer the professional marketer the reassurance that our qualifications are closely matched to the skills and knowledge required in the market.

More information at cim.co.uk/competencies



Core

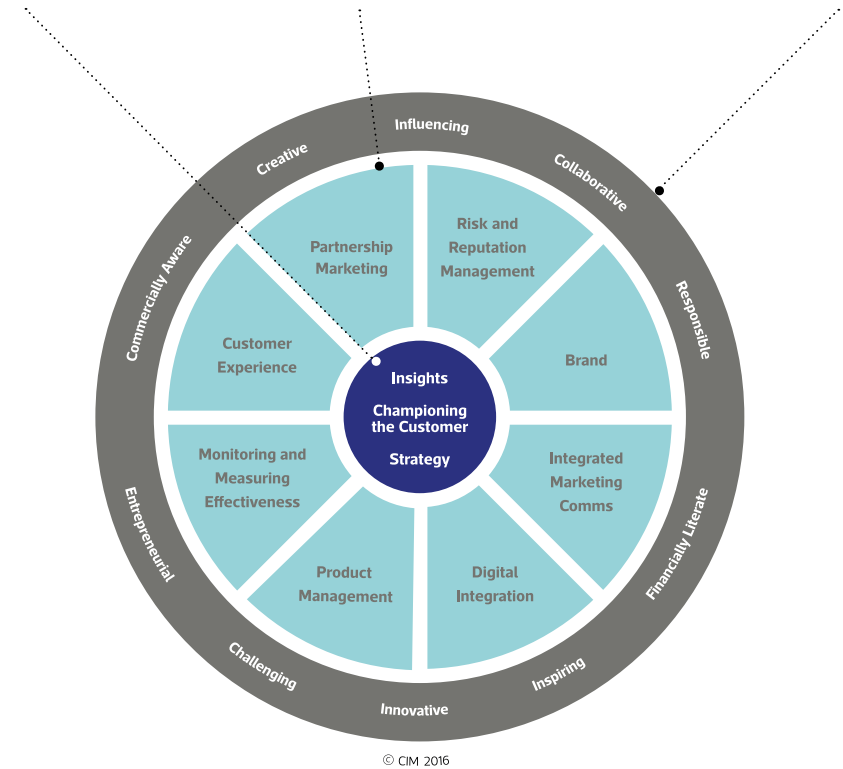
The core competencies sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

Technical

The technical competencies are elective, flexible standards which identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.



Continuing professional development (CPD)

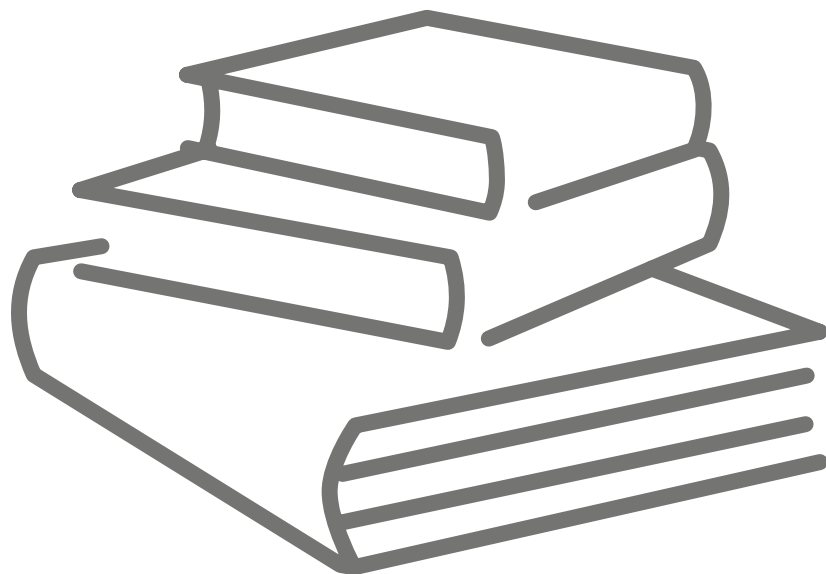
Continuing professional development (CPD) is essential to your continued effectiveness as a professional marketer. At CIM, we're committed to supporting you throughout your career and ensuring that you have the tools to develop in line with industry needs.

Our CPD programme provides a focused and logical way for you to keep learning as your career progresses. It benchmarks your skills against our Professional Marketing Competencies framework, enables you to identify any gaps in your knowledge and

directs you to a range of activities to help overcome them.

Simply record all the learning and development activities that you undertake over your membership year; whether completed with us, through other organisations, or even things you've done on your own.

Your CPD journey can lead to achieving Chartered Marketer status - the mark of an up-to-date, experienced and qualified marketing professional. [cim.co.uk/cpd](https://www.cim.co.uk/cpd)



Enrol Now

- Choose and contact your preferred accredited study centre at: [cim.co.uk/studycentres](https://www.cim.co.uk/studycentres) or call the CIM Customer Experience team: **+44 (0)1628 427120**
- **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](https://www.cim.co.uk/join)



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