



# Chartered Institute of Marketing Qualification Course Guide

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# Marketing has Changed.

Rethink **your career journey**

**Which path will YOU take?**



Chartered Institute of Marketing Qualifications - Real-world impact for Marketers at different stages of their career.

**1**

**After university degrees, CIM qualifications are the most sought after by employers.**

Brand Recruitment, Marketing Recruitment Review & Salary Survey 2019/2020

**2**

**Over 75% of CIM graduates would strongly recommend a CIM qualification to another Marketer.**

CIM Alumni Survey

**3**

**35% of marketing leaders have a CIM qualification – the most common after a university degree (46%).**

Hays, DNA of a Marketing Leader Report 2019

**4**

**60% of CIM graduates are more respected at work or given more responsibility.**

CIM Alumni Survey

**5**

**Over a third of CIM graduates get promoted or receive a pay rise within 12 months of graduating.**

CIM Alumni Survey

## Established position & partners

MMC has been educating Marketers at every stage of their career for 24 years. MMC is a joint venture company based at Manchester Metropolitan University Business School and is a leading online Accredited Study Centre for the Chartered Institute of Marketing (CIM) and the Chartered Management Institute (CMI).

## Groundbreaking learning at the core

MMC makes the development of groundbreaking learning the core of its business. Working with the CIM, it developed the first online marketing qualification back in 2000, and more recently, it has undertaken management of the UK's first MSc in Digital Marketing, entirely redeveloping the syllabus to meet current industry needs.

## Serving professional learner needs

As a leading Accredited Study Centre for CIM, MMC is highly sensitive to the needs of busy marketing and management professionals who have chosen to undertake a qualification while they work.

With a dedicated team, MMC offers a personal, rapid and accessible support service to help with any queries about your course and has developed excellent relationships with the various awarding bodies to ensure any issues can be efficiently resolved.

## World class technology online

MMC's products and services are built with a passion for delivering innovative, flexible learning and that extends beyond content itself. MMC works with a number of trainers and organisations to create e-learning, webinars and a library of recorded content, all of which is available across a range of devices, supporting your learning at any time, any where.

## Long term success

MMC learners go on to secure promotions, new positions, win new contracts or start their own businesses as a result of the programmes they undertake.

## Our Accreditation Partners



## Pathway ONE

*Power up your Digital & Marketing knowledge*

PIVOTAL Marketer ACADEMY - Comprehensive online learning video library to help individuals/teams deliver Marketing tasks with confidence

## Pathway TWO

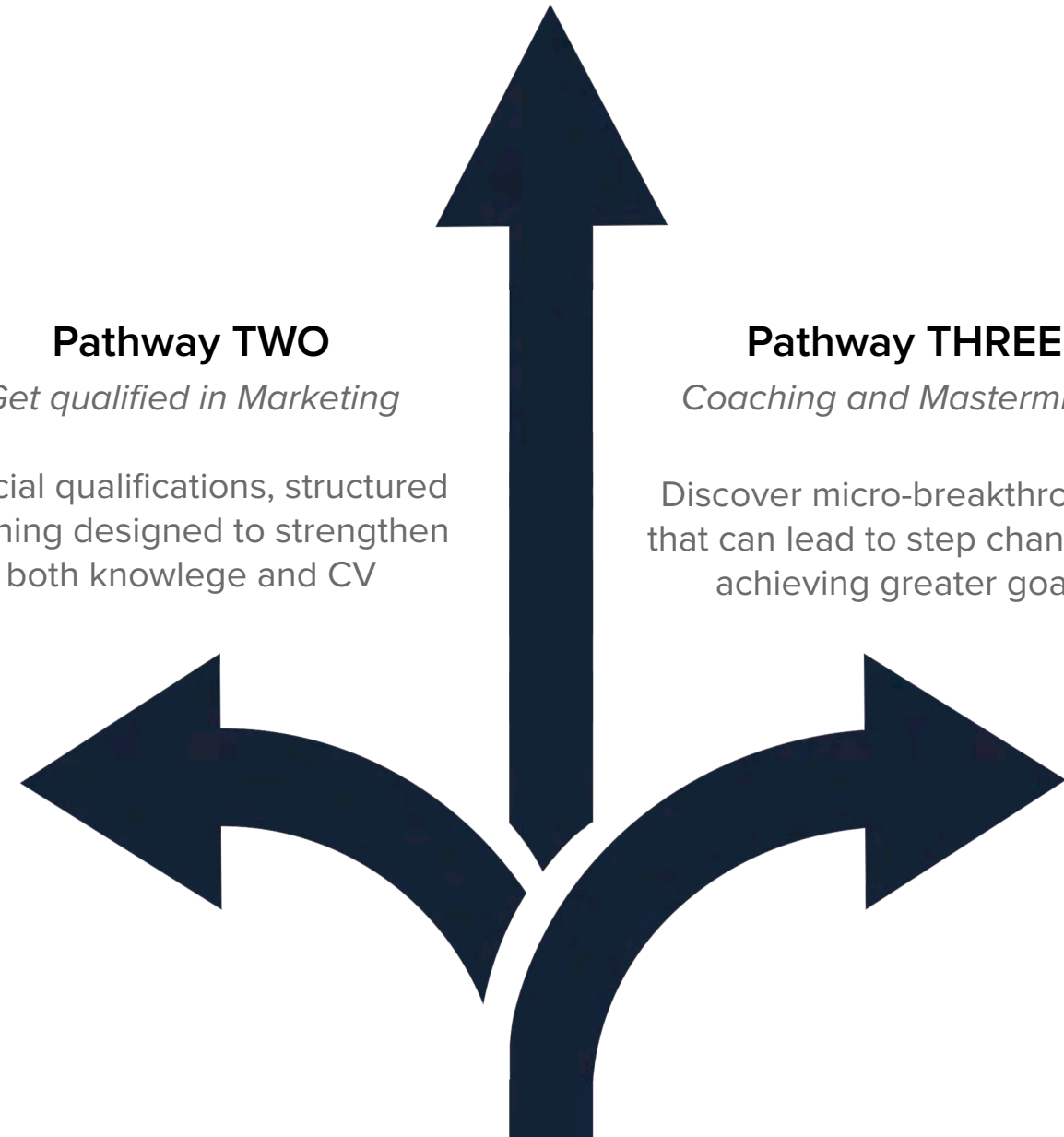
*Get qualified in Marketing*

Official qualifications, structured learning designed to strengthen both knowledge and CV

## Pathway THREE

*Coaching and Masterminds*

Discover micro-breakthroughs that can lead to step changes in achieving greater goals



**20k+**

Marketers trained globally

**750+**

Online learning videos

**60+**

Topics covered



# Teaching & Coaching Team



**Imran  
Farooq**



**Stephen  
Humphrey**



**Mike  
Berry**



**Helen  
Furneaux-Knight**



**Patricia  
Lauret**



**Kelley  
Carey**



**Gemma  
Pybus**



**Dave  
Chaffey**



**Andrew  
Sherratt**



**Mark  
Davis**



**Veronica  
Swindale**



**Paul  
Rouke**



**Jessica  
Simpsons**



**Sarah  
Alder**



**Clive  
Whysall**



**David  
Alexander**



**Alexandra  
Severn**



**Peter  
Rees**



**Ian  
Grime**



**Damian  
Qualter**



**Mouneeb  
Shahid**



**Rami  
El-Boghdadly**



**James  
Pybus**

CIM are the world's leading professional marketing body with over 28,000 members worldwide, including more than 3,000 Chartered Marketers. For over 100 years, CIM has supported, represented and developed Marketers, teams, leaders and the profession.

CIM is an Ofqual regulated provider and CIM 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.

CIM 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 CIM 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

## The Chartered Institute of Marketing



Qualification	Who is it for?
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	
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 will need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Customer Insights</p>	<p><b>Level 4 (Intermediate)</b></p>
<p>To gain this qualification, you will need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Digital Marketing Techniques</p>	
<p>To gain this qualification, you will need to achieve a pass in the following modules: Marketing &amp; Digital Strategy, Innovation in Marketing</p> <p>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass: The Digital Customer Experience, Managing Brands</p>	<p><b>Level 6 Equivalent level to an undergraduate degree (Intermediate)</b></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 will need to achieve a pass in the following modules: Contemporary Challenges, Leading Change, Managing Business Growth</p>	<p><b>Level 7 Equivalent level to a Masters Degree (Advanced)</b></p>

## 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 capabilities 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.



© CIM 2018

Course Name	Entry Requirements
<p style="text-align: center;"><b>Certificate in Professional Marketing or Certificate in Professional Digital Marketing (Level 4)</b></p>	<p>One or more of the following is required to gain entry onto the qualification</p> <ul style="list-style-type: none"> <li>• CIM Level 3 Introductory Certificate in Marketing</li> <li>• CIM Foundation Certificate in Marketing</li> <li>• Any relevant Level 3 qualification</li> <li>• Any UK degree or international equivalent</li> <li>• International Baccalaureate (equivalent to NQF Level 3 and above)</li> <li>• Suggested one year in a marketing role) plus diagnostic assessment onto Level 4</li> </ul>
<p style="text-align: center;"><b>Diploma in Professional Marketing (Level 6)</b></p>	<ul style="list-style-type: none"> <li>• CIM Professional Certificate in Marketing or CIM Certificate in Professional Marketing</li> <li>• Any relevant Level 4 qualification</li> <li>• Foundation Degree in Business with Marketing</li> <li>• Bachelor's or Master's degree from a recognised university with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits in Master's degrees)</li> <li>• Suggested two years marketing in an operational role, plus diagnostic assessment onto Level 6</li> </ul>
<p style="text-align: center;"><b>Diploma in Professional Digital Marketing (Level 6)</b></p>	<ul style="list-style-type: none"> <li>• CIM Professional Certificate in Marketing or CIM Certificate in Professional Marketing</li> <li>• Any relevant Level 4 qualification</li> <li>• Foundation Degree in Business with Marketing</li> <li>• Bachelor's or Master's degree from a recognised university with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits in Master's degrees)</li> <li>• Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6</li> </ul>
<p style="text-align: center;"><b>Marketing Leadership Programme (Level 7)</b></p>	<ul style="list-style-type: none"> <li>• Level 6 qualification held or a Bachelor's or Master's degree</li> <li>• Career progression evident – past, present and future</li> <li>• Experience working at marketing management level</li> <li>• Scope of current role is sufficient to allow engagement with assessment tasks</li> </ul>



New to marketing and looking to grow your knowledge	Certificate in Professional Marketing
Want a job in marketing but no qualifications?	
No Digital experience?	Certificate in Professional Digital Marketing
Looking to understand the basics of Digital?	
Background in marketing and looking to develop your Digital skills?	Diploma in Professional Digital Marketing
Not been keeping up with the Digital trends?	
Looking to take on a more senior role?	Diploma in Professional Marketing
Experience in the marketing industry and looking to take the next step?	
Looking to progress in your career?	
Experienced Marketer working at a strategic or management level?	Marketing Leadership Programme
Owner of small to medium business looking to grow?	
Experienced Marketer but want a refresh on modern marketing knowledge?	

## Not sure which qualification is right for you?

Take our [diagnostics test](#) , this will recommend which level of qualification is right for you based on your current knowledge. See below for access details:

Name: Your full name  
Group: MMC Learning

When you have completed this, please take a screenshot of the results and email to [qualifications@mmclearning.com](mailto:qualifications@mmclearning.com).



Level 4  
**Certificate in Professional  
Marketing**

“The whole purpose of education is to turn mirrors into windows.”  
- Sydney J. Harris

## Qualification overview

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising Marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

Successful completion of a CIM Level 4 Certificate will establish the knowledge, skills and understanding to be able to perform at an operational level and to perform an essential and successful professional marketing role within the workplace.

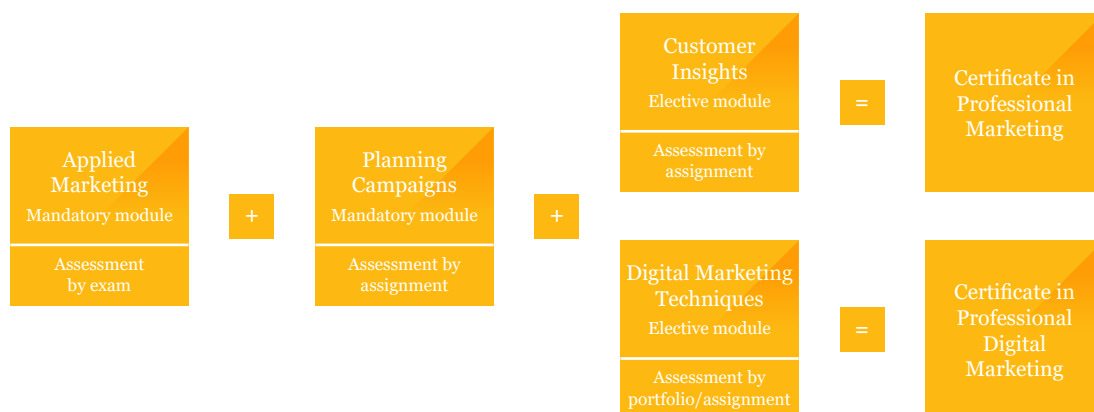
Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

## Key information points

Duration: 9 to 12 months

Delivery: 100% online learning

## Modules



Complete one module and receive an award. Complete two mandatory modules and one elective module to achieve the full qualification.

If you elect to choose the Digital Marketing Techniques module, you will receive the Certificate in Professional Digital Marketing.



**Mary Brooks** @MarygBrooks

Really chuffed to achieve a distinction in my certificate of marketing course @CIM\_Exchange thank you @MMC Learning for great tuition

## 1. Applied marketing

In this module, you will learn about the role of marketing in the organisation and the key concepts that underpin the activities of the Marketer.

You will explore the marketing environment customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.

The examination will comprise multiple-choice questions to be completed in a controlled assessment.

## 2. Planning campaigns

This module gives you the knowledge and skills to plan and implement successful campaigns that deliver real results for an organisation. You will learn the campaign planning process including how to analyse an organisations current position. You will also learn how to set campaign objectives, implement a campaign then measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing.

The assessment will require submission of an assignment based on a scenario and an organisation of choice.

## 3. Customer insights

Customer loyalty, the customer/user experience and customer insight are the core of achieving optimum satisfaction and retention. This module gives you an understanding of the contemporary customers complex needs and wants, their behaviour as consumers and how this sets their expectations. You will learn how to gain the insight required to understand those needs and map the journey to ultimately improve their experience.

The assessment will require submission of an assignment based on a scenario and an organisation of choice.



**Pugh Computers Ltd** @pughcomputers

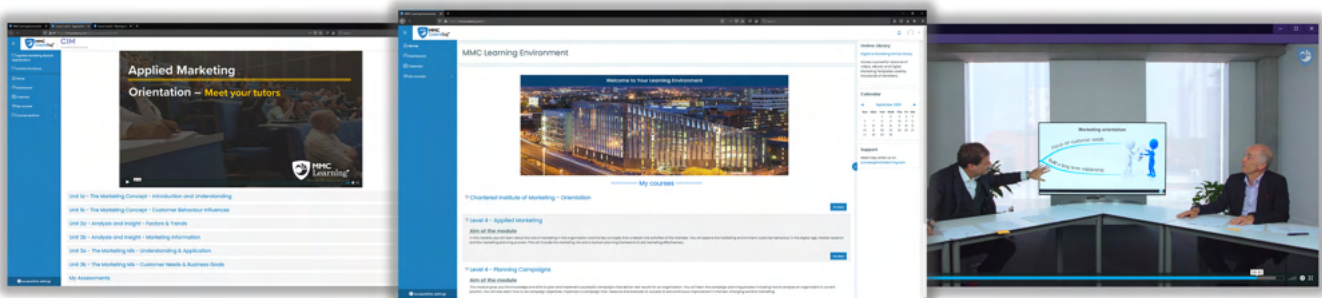
Congratulations to both Jamie and Chris on their excellent achievement in passing their CIM Level 6 Diploma in Professional Marketing and Level 4 Certificate in Professional Marketing Qualifications @CIMInfo\_Wales @CIM\_Exchange @MMCLearning



## What do you get?

We have put together a comprehensive package to help you to succeed in both gaining a qualification and accessing knowledge/templates that will help you in your Marketing job.

- » Access to all course materials (videos, audio, PDF downloads)
- » Course books and relevant supporting texts to download
- » Access to live webinars with tutors providing assessment guidance
- » One to one support from experienced tutors giving you feedback on draft assignments
- » Fast response support from our course team to cover your queries throughout the course
- » Access to chat groups to post public questions and network with fellow students
- » CIM membership - registration to the Chartered Institute of Marketing for one year, giving access to lots of membership benefits as part of an official leading professional body in Marketing



**John Myerscough** • 1st

Currently studying with the Chartered...

53m • Edited •

This pandemic has been a struggle at times but I'm really glad I enrolled with **CIM | The Chartered Institute of Marketing** and **MMC Learning**. Studying for my Certificate in Professional Marketing is giving me something to focus on, and I'm loving making my way through the materials and learning even more about the marketing profession.

**#Marketing #CharteredInstituteofMarketing #CIM #Student #Learning #Graduate #Lotsofreading**

## Assessment

You are required to pass 3 modules to gain the Certificate in Professional Marketing. Modules are assessed by one exam and two written assignments.

We have a team of experienced tutors who will provide the essential support and guidance you need through live/recorded webinars, draft feedback and one-to-one support.

## Your investment and funding options

There are two parts to the cost of the Certificate in Professional Marketing:

- » **MMC course fees** – Course/tuition fees payable to MMC Learning which provides you with a comprehensive package of study materials and support.
- » **CIM membership/assessment fees** – Registration/membership and assessment fees payable to the Chartered Institute of Marketing.

Course Tuition	£1,787.00
CIM Membership	£65.00
CIM Assessment Fees	£495.00
Total	£2,347.00

## Funding

### Will you be personally funding the qualification?

MMC want you to be successful in gaining your Marketing/Digital qualification. Part of our service is to offer funding & support options so cost is no longer a barrier to your success.

We understand that this could be a big investment for you, so we have developed ways to make it more affordable.

- » Payment plans
- » Learning credit vouchers
- » Scholarships



Level 4  
Certificate in Professional  
Digital Marketing

“The whole purpose of education is to turn mirrors into windows.”  
- Sydney J. Harris

## Qualification overview

The aim of the CIM Level 4 Certificate in Professional Digital Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

Successful completion of a CIM Level 4 Certificate will establish the knowledge, skills and understanding to be able to perform at an operational level and to perform an essential and successful professional marketing role within the workplace.

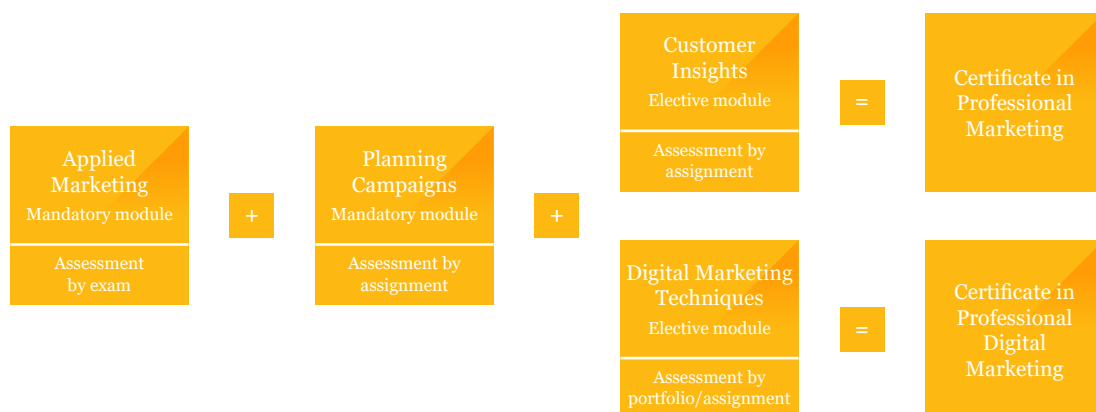
Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

## Key information points

Duration: 9 to 12 months

Delivery: 100% online learning

## Modules



Complete one module and receive an award. Complete two mandatory modules and one elective module to achieve the full qualification.

If you elect to choose the Customer Insights module, you will receive the Certificate in Professional Marketing.



## 1. Applied marketing

In this module, you will learn about the role of marketing in the organisation and the key concepts that underpin the activities of the Marketer.

You will explore the marketing environment customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.

The examination will comprise multiple-choice questions to be completed in a controlled assessment.

## 2. Planning campaigns

This module gives you the knowledge and skills to plan and implement successful campaigns that deliver real results for an organisation. You will learn the campaign planning process including how to analyse an organisations current position. You will also learn how to set campaign objectives, implement a campaign then measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing.

The assessment will require submission of an assignment based on a scenario and an organisation of choice.

## 3. Digital marketing techniques

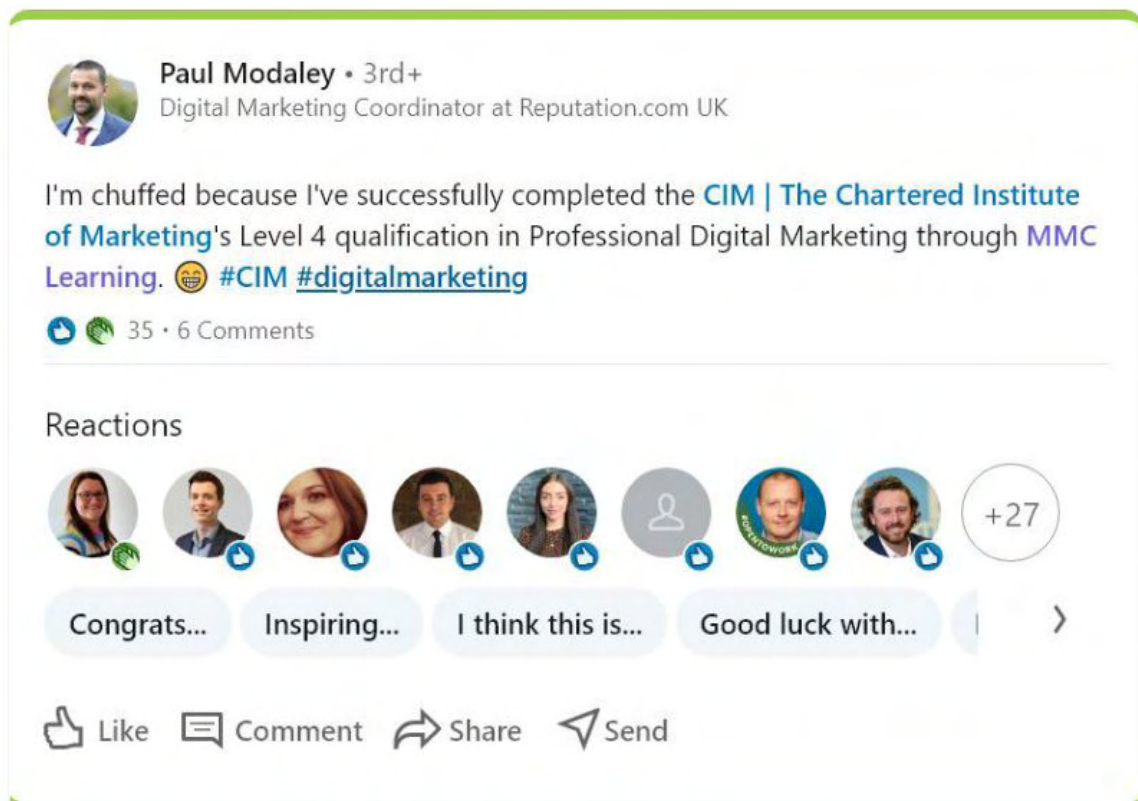
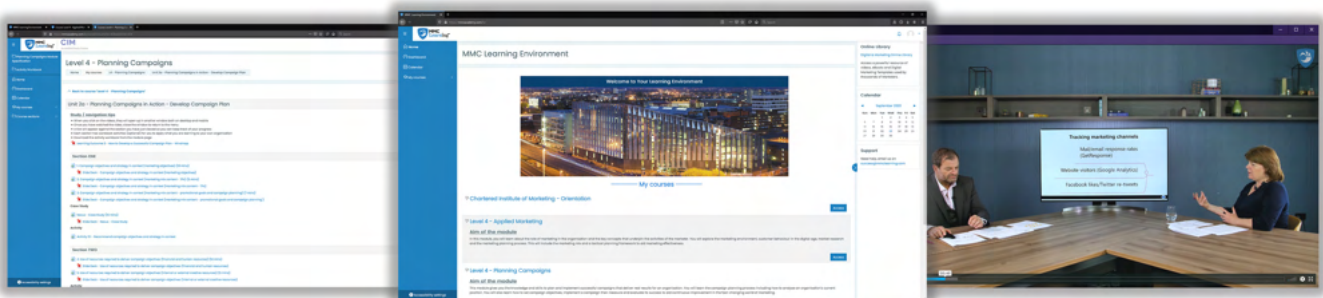
This module focuses on the importance of the ever-evolving, dynamic digital landscape. You will develop skills to improve digital marketing performance and explore the challenges and opportunities within the digital environment. You will also use a range of tools to plan how to enhance an organization's effectiveness in the digital age.

The assignment will require submission of a portfolio/assignment based on a scenario and an organisation of choice.

## What do you get?

We have put together a comprehensive package to help you to succeed in both gaining a qualification and accessing knowledge/templates that will help you in your Marketing job.

- » Access to all course materials (videos, audio, PDF downloads)
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- » Access to live webinars with tutors providing assessment guidance
- » One to one support from experienced tutors giving you feedback on draft assignments
- » Fast response support from our course team to cover your queries throughout the course
- » Access to chat groups to post public questions and network with fellow students
- » CIM membership - registration to the Chartered Institute of Marketing for one year, giving access to lots of membership benefits as part of an official leading professional body in Marketing



## Assessment

You are required to pass 3 modules to gain the Certificate in Professional Digital Marketing. Modules are assessed by one exam and two written assignments.

We have a team of experienced tutors who will provide the essential support and guidance you need through live/recorded webinars, draft feedback and one-to-one support.

## Your investment and funding options

There are two parts to the cost of the Certificate in Professional Digital Marketing:

- » **MMC course fees** – Course/tuition fees payable to MMC Learning which provides you with a comprehensive package of study materials and support.
- » **CIM membership/assessment fees** – Registration/membership and assessment fees payable to the Chartered Institute of Marketing.

Course Tuition	£1,787.00
CIM Membership	£65.00
CIM Assessment Fees	£495.00
Total	£2,347.00

## Funding

### Will you be personally funding the qualification?

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We understand that this could be a big investment for you, so we have developed ways to make it more affordable.

- » Payment plans
- » Learning credit vouchers
- » Scholarships

'Just wanted to share and to say it's finally here – My CIM certificate! Thank You for all your help and support over the last year - really appreciated it. It's been a pleasure conversing with you over the years, and at least I've been able to complete what I started all those years ago.'



**Sneeta Lall**

Data Protection Executive



'Thank you for all your support. Your speedy replies to my messages has not gone unnoticed. I've already been putting into practice the skills and knowledge I've picked up through the course. I've been helping organize a regional golf tournament for 110 players taking place next Feb and help to raise the profile of our University counselling service at my school amongst the parents. I'm now curious to learn the basics of digital marketing.'

**Andrew Houghton**

Head of Careers and Universities



**Bangkok Patana School**

*The British International School in Thailand  
Established 1957*





Level 6

# Diploma in Professional Marketing

“The whole purpose of education is to turn mirrors into windows.”

- Sydney J. Harris



## Qualification overview

The aim of the CIM Level 6 Diploma in Professional Marketing is to provide the practising Marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

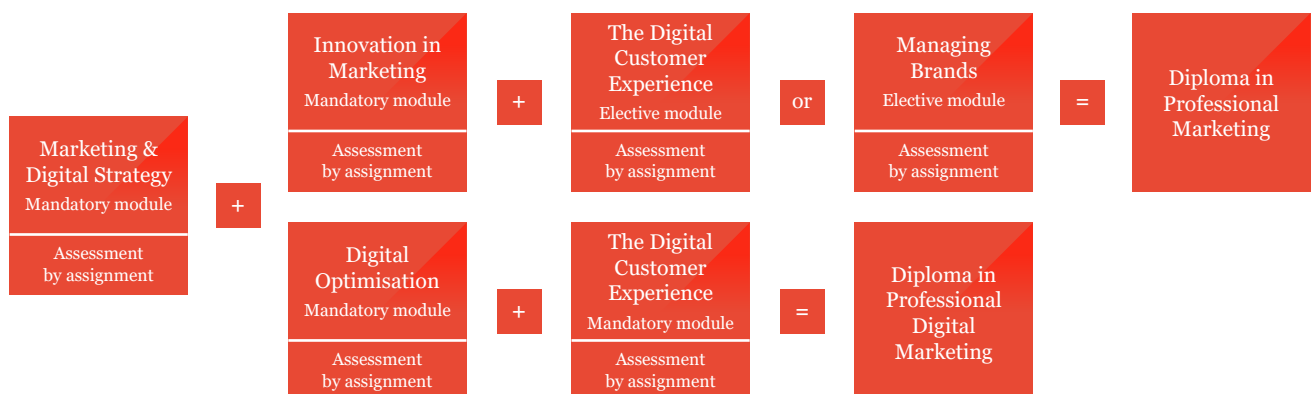
Successful completion of the CIM Level 6 Diploma in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at a management level and to carry out an essential and successful professional marketing role within the workplace.

## Key information points

Duration: 9 to 12 months

Delivery: 100% online learning

## Modules



Complete one module and receive an award. Complete two mandatory modules and one elective module to achieve the full qualification.



**Emma Page** @epage1108

**Very happy that I passed the first module** of my #CIM Level 6 Diploma in Professional Marketing 🍷 🎉 one down two to go! 📚 @MMC Learning @CIM\_Exchange

Two mandatory modules:

## 1. Marketing & digital strategy

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 employee monitoring and measurement techniques that enable the achievement of strategic marketing objectives.

This module will require submission of an assignment based on a scenario and an organisation of choice.

## 2. Innovation in marketing

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.

The assessment will require submission on an assignment based on a scenario and an organisation of your choice.

## 3. ELECTIVE: The digital customer experience

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.

## 4. ELECTIVE: Managing brands

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.

The assessment will require submission of an assignment based on a scenario and an organisation of choice.



**Carolyn Lewis** @CalParish

**Delighted to have passed** the Diploma in Professional Marketing with @CIM\_Exchange - Now looking forward to graduating in London in 2wks time! 🎓 ...Nearly made it a trio of distinctions (That damn 2%) 😊 Thanks to @MMCLearning for the great tuition and support ✅

'I have switched colleges...I'm now with MMC Learning and they seem an awful lot more professional and on the ball. I would definitely recommend them if they do the course you're after.'



**Samantha Tonge**

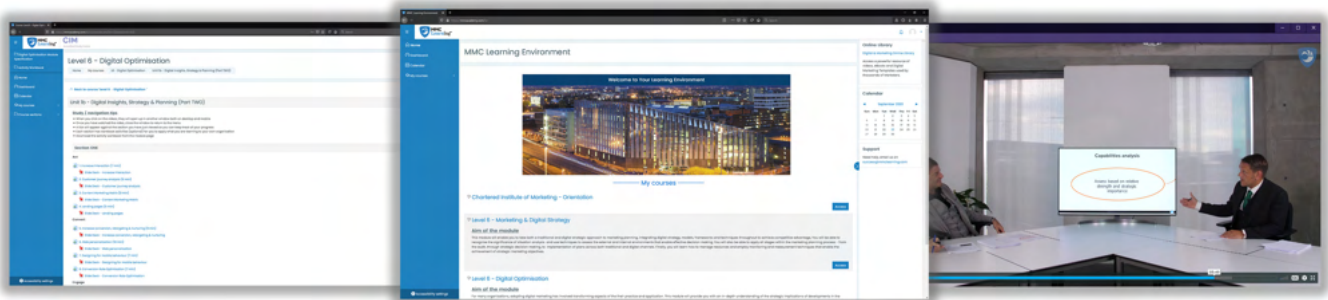
B2B Marketing Specialist

**Labrakita**  
B2B MARKETING FOR SMEs

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- » CIM membership - registration to the Chartered Institute of Marketing for one year, giving access to lots of membership benefits as part of an official leading professional body in Marketing



'The online learning environment is absolutely great I cannot speak more highly of it! It suits my lifestyle perfectly and is great with the live course tutor. I think this is a invaluable learning tool, it's just like being in a classroom (and on a Saturday morning learning feels much better in your slippers & a cup of tea.'



**Sarah Martin-Tyrrell**  
Senior Marketing Manager



## Assessment

You are required to pass 3 modules to gain the Diploma in Professional Marketing. Modules are assessed by one exam and two written assignments.

We have a team of experienced tutors who will provide the essential support and guidance you need through live/recorded webinars, draft feedback and one-to-one support.

## Your investment and funding options

There are two parts to the cost of the Diploma in Professional Marketing:

- » **MMC course fees** – Course/tuition fees payable to MMC Learning which provides you with a comprehensive package of study materials and support.
- » **CIM membership/assessment fees** – Registration/membership and assessment fees payable to the Chartered Institute of Marketing.

Course Tuition	£1,862.00
CIM Membership	£65.00
CIM Assessment Fees	£570.00
Total	£2,497.00

## Funding

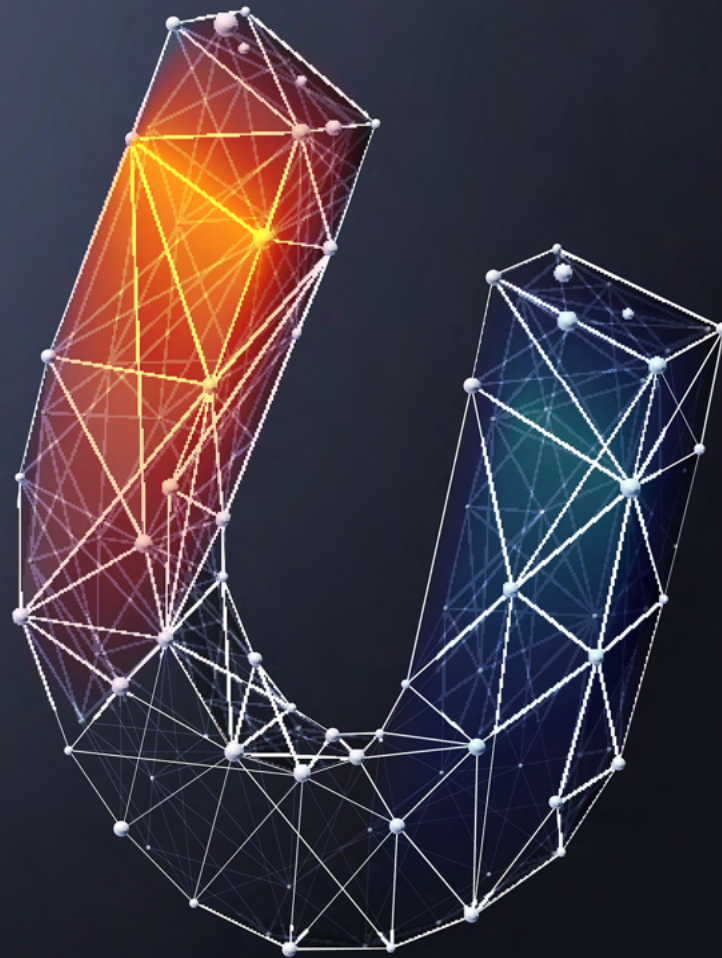
### Will you be personally funding the qualification?

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We understand that this could be a big investment for you, so we have developed ways to make it more affordable.

- » Payment plans
- » Learning credit vouchers
- » Scholarships





Level 6

# Diploma in Professional Digital Marketing

“The whole purpose of education is to turn mirrors into windows.”

- Sydney J. Harris

## Qualification overview

The Diploma in Professional Digital Marketing gives the knowledge, skills and understanding needed at management level to take a strategic approach on digital marketing. By understanding how to improve the entire digital experience and optimise all channels, you will be able to gain enough insight to be able to make informed strategic decisions.

## Key information points

Duration: 9 to 12 months

Delivery: 100% online learning

## Modules



Complete one module and receive an award. Complete the three modules to achieve the full qualification.



Two mandatory modules:

## 1. Marketing & digital strategy

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 employee monitoring and measurement techniques that enable the achievement of strategic marketing objectives.

This module will require submission of an assignment based on a scenario and an organisation of choice.

## 2. The digital customer experience

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.

The assessment will require submission of an assignment based on a scenario and an organisation of choice.

## 3. Digital optimisation

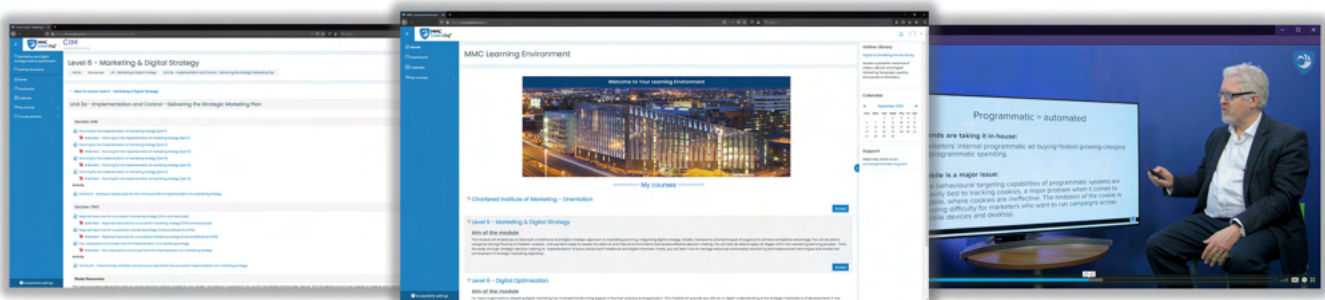
For many organisations, adopting digital marketing has involved transforming aspects of their practice and application. This module will provide you with an in-depth understanding of the strategic implications of developments in the digital environment, as well as their impact on marketing. This will 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.

The assessment will require submission of an assignment based on a scenario and an organisation of choice.

## What do you get?

We have put together a comprehensive package to help you to succeed in both gaining a qualification and accessing knowledge/templates that will help you in your Marketing job:

- » Access to all course materials (videos, audio, PDF downloads)
- » Course books and relevant supporting texts to download
- » Access to live webinars with tutors providing assessment guidance
- » One to one support from experienced tutors giving you feedback on draft assignments
- » Fast response support from our course team to cover your queries throughout the course
- » Access to chat groups to post public questions and network with fellow students
- » CIM membership - registration to the Chartered Institute of Marketing for one year, giving access to lots of membership benefits as part of an official leading professional body in Marketing



**Anna Rose Bowler**

Board Trustee, Marketing at The Cavalier Centre, The Home of Perry RDA

Elated, pleased, proud and a little bit emotional to have just submitted in my final **CIM | The Chartered Institute of Marketing L6 Digital Diploma in Professional Marketing** assignment. Nervous for the results, but excited for the future!

Thanks to **MMCLearning.org** for all the support, especially **Helen Furneaux-Knight BSc(Hons)** who answers emails at all hours!

Now, what shall I do next...L7?!

**#assignment #digitalmarketing #professionaldevelopment**

## Assessment

You are required to pass 3 modules to gain the Diploma in Professional Digital Marketing. Modules are assessed by one exam and two written assignments.

We have a team of experienced tutors who will provide the essential support and guidance you need through live/recorded webinars, draft feedback and one-to-one support.

## Your investment and funding options

There are two parts to the cost of the Diploma in Professional Digital Marketing:

- » **MMC course fees** – Course/tuition fees payable to MMC Learning which provides you with a comprehensive package of study materials and support.
- » **CIM membership/assessment fees** – Registration/membership and assessment fees payable to the Chartered Institute of Marketing.

Course Tuition	£1,862.00
CIM Membership	£65.00
CIM Assessment Fees	£570.00
Total	£2,497.00

## Funding

### Will you be personally funding the qualification?

MMC want you to be successful in gaining your Marketing/Digital qualification. Part of our service is to offer funding & support options so cost is no longer a barrier to your success.

We understand that this could be a big investment for you, so we have developed ways to make it more affordable.

- » Payment plans
- » Learning credit vouchers
- » Scholarships



 **Gordon Sheach** @GSheach  
Delighted to receive my Digital Diploma in Digital Marketing 🎓

Thanks to @CIM\_Exchange, @CIMinfo & @MMC Learning for all the help. 📚

Lots of early starts for lectures / coursework before work over the past months but definitely worth it! 🙌

#DigitalMarketing #Study



6    ↻    28    ↗

I hope you're well. Just a quick message to say that the quality of the video tutorials with Mike Berry for the DCE module on the Level 6 diploma are outstanding. Getting loads out of it.



**Mark Whitaker** · 1st  
Director at Playbook Marketing Limited



Level 7

# Marketing Leadership Programme

“The whole purpose of education is to turn mirrors into windows.”

- Sydney J. Harris

## 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.

## Key information points

Qualification: Marketing Leadership Programme

Duration: 18 months

'There are a number of benefits to studying online.. The ability and flexibility of studying in your own time, particularly if you have a very demanding job.

One of the reasons I chose the course with MMC was because it was accredited by the CIM and also contributed hours toward continued professional development, allowing me to use it become a chartered marketer.

The impact of the course on my day-to-day work has been very significant.. I

needed to be able to more knowledgeable and credibly about digital marketing to my clients and to bring the confidence of my team up a level. I

would really recommend the course at MMC Learning to anybody to who wants to get a head start in digital marketing.'



**René Power**

Business Development Director



## Modules

Complete one module and receive an award. Complete the three modules to achieve the full qualification.

### Three modules:

#### 1. Contemporary challenges

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.

#### 2. Leading change

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.

You will be asked to submit an organisation based assignment.

#### 3. Managing business growth

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.

You will be asked to submit an organisation based assignment.

## What do you get?

We have put together a comprehensive package to help you to succeed in both gaining a qualification and accessing knowledge/templates that will help you in your Marketing job:

- » Access to hundreds of video learning lessons & quick knowledge PDF downloads
- » Expert tutor support (Online) - 1-2-1 mentoring calls
- » Expert tutor support (Online) – watch webinars helping you to understand the assignment brief
- » Expert tutor (feedback) – submit your outline plan and draft work for each assessment for feedback to make sure you are going in the right direction
- » One-to-one support – we have a dedicated team supporting our qualifications so you will get quick responses to your questions throughout the course
- » Bonus: Access Smart Insights premium learning content – PDF best practice guides, video lessons from UK's leading author in Digital Marketing, Dave Chaffey
- » Bonus: Access over 200 video seminars from keynote industry leaders giving you real world insights providing you with latest thinking to plan for the future
- » Bonus: Practical insights webinars, masterclasses & templates delivered by practitioners-consultants going hands on, very useful if you are involved in launching marketing campaign



## Assessment

You are required to pass 3 modules to gain the Marketing Leadership Programme. Modules are assessed by three written assignments.

We have a team of experienced tutors who will provide the essential support and guidance you need through live/recorded webinars, draft feedback and one-to-one support.

## Fees and funding

There are two parts to the cost of the Marketing Leadership Programme:

- » **MMC course fees** – Course/tuition fees payable to MMC Learning which provides you with a comprehensive package of study materials and support.
- » **CIM membership/assessment fees** – Registration/membership and assessment fees payable to the Chartered Institute of Marketing.

Course Tuition	£4,940.00
CIM Membership	£130.00
CIM Assessment Fees	£870.00
Total	£5,940.00

## Funding

### Will you be personally funding the qualification?

MMC want you to be successful in gaining your Marketing/Digital qualification. Part of our service is to offer funding & support options so cost is no longer a barrier to your success.

We understand that this could be a big investment for you, so we have developed ways to make it more affordable.

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- » Scholarships



## Key information points

<b>Qualification</b>	MSc in Digital Marketing Postgraduate Diploma in Digital Marketing Postgraduate Certificate in Digital Communication The completion of each year (stage) results in a qualification in itself – a Certificate, Diploma and MSc respectively.
<b>Accreditation</b>	Official Masters Level 7 qualification awarded by the Manchester Metropolitan University Business School
<b>Duration</b>	The MSc in Digital Marketing is a part-time, two and a half years course requiring commitment of one year at a time.  Candidates should consider that they will need to set aside roughly around 8 hours per week for study during term.
<b>Delivery</b>	100% online including live interactive classes
<b>Cost</b>	Stage ONE - £4487 Stage TWO - £4487 Stage THREE - £2473 Funding options available for individuals paying for themselves.
<b>Assessment</b>	<ul style="list-style-type: none"> <li>All units are assessed through written work based assignments (no exams) + a Digital Marketing dissertation in the final year</li> </ul>
<b>Entry Requirements</b>	<p>An undergraduate degree is required at a minimum, 2.2 or a high level of work experience in relevant senior roles.</p> <ul style="list-style-type: none"> <li>2+ years of professional experience and must be in suitable employment to make the most of the MSc programme.</li> <li>English language requirements: <a href="https://www2.mmu.ac.uk/international/courses/english-language-requirements/">https://www2.mmu.ac.uk/international/courses/english-language-requirements/</a></li> </ul>

[Find out more](#)

# STOP!

Rethink **your Marketing career.**

**Which route will YOU take?**





“Within five years, if you’re in the same business you are in now, you’re going to be out of business.”

– Philip Kotler