



The Chartered
Institute of Marketing

CIM Digital Diploma in Professional Marketing

Level 6 (Intermediate)



About CIM

CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 14,000 studying members in 110 countries and 20,000+ 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

14,000 
current studying members

110 
countries

20,000+
assessments taken every year



CIM qualifications road map

Qualification	Skills you will develop
<p>Foundation Certificate in Marketing</p>	<p>Enables you to understand marketing's role and how the marketing mix is used to satisfy customer needs. Ideal if you're starting out in marketing or looking to set up your own business.</p>
<p>Certificate in Professional Marketing</p>	<p>Provides insight into the concept of product and brand management and what influences the behaviour of your customers, allowing you to devise integrated marketing communication strategies to enrich the customer experience and deliver customer value.</p>
<p>Diploma in Professional Marketing</p>	<p>Focuses on the strategic marketing planning process, giving you the ability to evaluate success through key marketing metrics and identify insights to drive informed decisions. Equivalent level to an undergraduate degree.</p>
<p>Digital Diploma in Professional Marketing</p>	<p>Brings you up to speed with the very latest digital strategies, enabling you to master digital channels, deliver the ultimate digital customer experience and increase your global competitive advantage. Equivalent level to an undergraduate degree.</p>
<p>Postgraduate Diploma in Professional Marketing</p>	<p>Develops creative, innovative and entrepreneurial strategic thinking to respond to international marketing challenges as demanded by global employers. Equivalent level to a Master's degree. Please note: This qualification is only available to those who reside outside of the UK</p>
<p>Marketing Leadership Programme</p>	<p>Builds on your substantial experience, enabling you to turn business challenges and disruption into opportunities through an understanding of the key influences on your organisation's overall strategy, contribute to board decisions and become a leader of change. Equivalent level to a Master's degree.</p>

At CIM, we offer a pathway for your professional marketing development. If you are responsible for managing the marketing process at

an operational level or looking to build on knowledge gained at certificate level this qualification may be suitable for you.

Structure	Level
<p>One mandatory module: • Marketing Principles</p> <p>Choice of elective module: • Customer Communications • Digital Essentials</p>	<p>Level 3 (Foundation)</p>
<p>Two mandatory modules: • Marketing • Integrated Communications</p> <p>Choice of elective module: • Customer Experience • Digital Marketing</p>	<p>Level 4 (Intermediate)</p>
<p>Two mandatory modules: • Strategic Marketing • Mastering Metrics</p> <p>Choice of elective module: • Driving Innovation • Digital Strategy</p>	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Three mandatory modules: • Digital Strategy • Driving Digital Experience • Mastering Digital Channels</p>	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Three mandatory modules: • Global Marketing Decisions • Corporate Digital Communications • Creating Entrepreneurial Change</p>	<p>Level 7 Equivalent level to a Master's degree (Advanced)</p>
<p>Two mandatory modules: • Contemporary Challenges • Leading Change</p> <p>Choice of elective module: • Consultancy • Managing Business Growth</p>	<p>Level 7 Equivalent level to a Master's degree (Advanced)</p>

CIM Digital Diploma in Professional Marketing

The Digital Diploma in Professional Marketing gives the knowledge, skills and understanding 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 insights to be able to make informed strategic decisions.

Who it is for

The Digital Diploma in Professional Marketing is aimed at marketers in operational, supervisory or management roles who want to develop their digital marketing knowledge and skills. Suitable for digital marketing managers, digital specialists and marketing managers who want a better understanding of digital.

How it will benefit you

- Get a unique and practical career development experience
- Improve your global competitive advantage and increase your employability
- Expand your confidence, skills and competencies to influence at management level
- Keep up with the latest trends and stay ahead in your field
- 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:

- Professional Certificate in Marketing or Certificate in Professional Marketing
- Any relevant Level 4 qualification
- Foundation Degree in Business with Marketing
- 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)

- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6

If English is not your first language, you will need to demonstrate that you have achieved one of the following English Language qualifications in the last two years:

- IELTS Academic Modules with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade B or above

CIM will consider other equivalent alternatives

Assessments

A variety of assessment methodology is used for the Digital Diploma in Professional Marketing. Assessments used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs.

In addition, assessments for all qualifications comply with regulatory requirements, and are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

Ways to study

- Choose face-to-face study, distance (online) learning or a mix of the two (blended learning)
- Bite-size learning to fit with your busy life

Length of study

- The Total Qualification Time (TQT) per module is 170 hours
- TQT includes guided learning hours, practical and work-based learning, assessment preparation time, assessment time and supported self-study time

Qualifications Structure

The qualification's flexible structure has been designed to meet the needs of today's professional marketer. Each module can be achieved as an individual award or combined into the full qualification comprising of three mandatory modules.

To achieve the full qualification, a pass in all three mandatory modules is required.

Three mandatory modules



Modules

Digital Strategy

Mandatory Module

Aims of the module

You will learn how understanding and analysing the macro and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, to develop strategic recommendations and how creating digital marketing mixes can enable organisations to respond with agility to market needs. You will examine how the management of digital channels and the application of key digital measures help to achieve business objectives.

Unit 1: Digital disruption

- Understand the strategic implications of the disruptive digital environment
- Generate relevant insights into key emerging themes in the digital marketing environment

Unit 2: Digital Planning

- Develop strategic recommendations in order to acquire, convert and retain customers
- Deliver an agile response to changing customer behaviours

Unit 3: Delivering success

- Manage and optimise key channels and content within a digital enhanced strategic plan
- Apply key digital measures to analyse social, sentiment, search and site behaviour

Assessment: Assignment

A work-based assignment broken down into research, plan and report.

Driving Digital Experience

Mandatory Module

Aims of the module

Customer behaviour has dramatically changed with the digital revolution. This module provides insights into the digital customer experience. Organisations need to adapt to this changing market and take action to fulfil their strategic needs.

Unit 1: Customer insights and innovation

- Generate relevant insights into digital customers
- Appraise trends and innovation in the digital experience

Unit 2: Digital metrics and analytics

- Identify and assess digital metrics and analytics
- Recommend digital performance indicators

Unit 3: The digital user experience

- Illustrate the customer journey
- Recommend methods to improve user experience

Assessment: Assignment

A work-based assignment broken down into research, plan and report.

Mastering Digital Channels

Mandatory Module

Aims of the module

Digital channels present opportunities and challenges for organisations to effectively compete and engage with their customers. This module drives strategic comprehension for management and growth of digital channels, as well as critical factors concerning compliance.

Unit 1: Channel strategy and compliance

- Describe the strategic options for channel selection
- Define requirements for legal compliance in digital campaigns

Unit 2: Managing digital channel implementation

- Demonstrate effective management of digital channels in practice
- Recommend methods of online community management

Unit 3: Channel conversion optimisation and growth

- Illustrate how to improve conversion rate for digital channels
- Appraise current and future channel developments

Assessment: Assignment

A work-based assignment broken down into research, plan and report.

Next step: find a study centre - visit: cim.co.uk/study-centres

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

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.



CATALYST
MARKETING
JOURNAL

EXCHANGE



FAQs

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

The first step in studying one of our qualifications is to enrol with an Accredited Study Centre at: cim.co.uk/study-centres
You will need to decide how you wish to study; face-to-face, distance (online) learning or blended (a combination of online and face-to-face tuition). Once you have enrolled, you can then join us (cim.co.uk/join) as a studying member and have a wealth of study resources at your fingertips.

How much will it cost?

There are different costs associated with a CIM qualification. You will need to pay a tuition fee to your Accredited 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. 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. 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 our Accredited Study Centre to ensure that you are able to study in the most appropriate way for you.

Can I study outside of the UK?

We currently have 61 Accredited Study Centres outside of the UK who offer our qualifications. And if there isn't a centre local to you, you will be able to study with an online learning provider, receiving online tuition and support. You can search for an appropriate centre using our online searching tool and filter your search depending on the country, qualification and preferred study method.
(cim.co.uk/study-centres)

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

If you have a marketing degree you may be eligible for a module exemption. To find out if your qualification is eligible, please email qualifications@cim.co.uk with details of your existing qualification, when you achieved this, which university you studied at and which of our qualifications you would like to study. We also partner with leading UK universities to match the content of their marketing degree

courses against CIM qualifications, to assess where we can award exemptions through our Graduate Gateway scheme. You can look to see if your university and degree are included here. (cim.co.uk/qualifications/graduate-gateway)

Can I complete just one module?

Each module across all qualifications can be achieved as an individual award. This allows for a flexible learning experience whereby you can continue to complete short awards, eventually achieving 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 Diploma in Professional Marketing or the Digital Diploma in Professional Marketing, you would be eligible for associate graded membership (cim.co.uk/membership/types) 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 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

What our students say

I undertook the CIM Certificate in Professional Marketing during my year out at university whilst working for a marketing agency and my overall experience was invaluable. The course is designed to ensure that enough time is available to complete all work before deadlines and I could schedule my studies alongside my busy job. The qualification also offers a great addition to my CV, so that when I complete my university studies I will stand out against other candidates when applying for future jobs.

Jessica Bell

Marketing Executive
Perfectly Clear Marketing



Two modules in, I had already progressed in my career, securing a contract for a top 100 global brand and the world's biggest paid TV broadcaster Discovery Networks. The knowledge gained through studying the Diploma in Professional Marketing has increased my confidence, authority and ability as a 360° marketer, while having the qualification under my belt has increased the respect and consultation I receive from senior management.

Adam Jones

Senior Manager
Lifestyle & Entertainment
CEEMEA
Discovery Networks
International



I completed the Diploma in Professional Marketing with some great results along the way. It has definitely improved my overall knowledge of marketing theory, as well as enhancing my CV and giving my confidence a big boost.

Marc Wilcox

Analyst Relations Intern
Tata Consultancy Services



Enrol now

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



© CIM 2018. All rights reserved. Permission to reproduce or extract material from this publication must be sought from CIM, July 2018.

CIM

Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH
United Kingdom

T +44 (0)1628 427120
E qualifications@cim.co.uk
W cim.co.uk/qualifications
 [@CIM_Exchange](https://twitter.com/CIM_Exchange)
 facebook.com/TheCIM
 The Chartered Institute of Marketing (CIM)
 [@cim_marketing](https://www.instagram.com/cim_marketing)