



Professional Development course

CIM
2009/10



London Metropolitan University is one of Britain's largest universities with over 34,000 students and is committed to the delivery of academic excellence, vocational relevance and personal development.

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Professional Development Courses at LMBS

With over 220 full-time academic staff, a sizeable team of visiting lecturers London Met Business School is a leading provider of professional development courses in London. Our professional courses are focused, relevant and upto-date, and are designed to provide you with the industry-standard qualifications.

The Chartered Institute of Marketing recognises London Met as a centre of excellence, and we are one of the largest provider of CIM programmes in UK, our students regularly outperforming national and international standard. Marketing courses include full-time, intensive day-time block and part-time evening classes.

We are also a leading provider of the Communication Advertising and Marketing (CAM) course. This course is aimed at those wanting to develop skills in the communications industry.

London Met provides high quality Institute of Credit Management (ICM) course in the evening, distance learning and on-line modes.

A number of open days/ evenings have been organised prior to the start of the programmes where our professional-courses staff can give potential students professional advice. Dates for the open evenings for 2009–2010 are:

8 and 10 September 2009

12 and 14 January 2010

Courses start in September and January. We advise early enrolment to avoid disappointment.

All our professional courses run in the Moorgate campus which has a well-stocked library providing a comprehensive range of relevant textbooks and journals.

If you have specific needs, requirements or interests, we'll make every effort to accommodate them.

Dr Jalil Ahmed
Professional Courses Co-ordinator

CIM

Chartered Institute of Marketing

The CIM is the leading international professional marketing body with some 50,000 members worldwide defining the marketing standards that operate in the UK and championing best practice globally.

A CIM qualification provides credibility and puts you at an immediate advantage over those who don't carry a professional qualification. CIM professional marketing standards are built on a huge range of opinion from employers, academics and students. All of which means that, once you complete your course, you'll be armed with practical skills that not only look good on the CV but will help you solve challenges and create new solutions in your day-to-day role.

Careers in Marketing

Marketing is a profession that offers challenge, excitement and variety. It also demands high levels of motivation, commitment, adaptability and perseverance.

Marketing is one of the most popular careers today with 1 in 7 of all UK students hoping to become a successful marketer. A wide variety of interesting and rewarding careers exist throughout the marketing spectrum, many roles working in close partnership in the implementation of an overall strategy.

There are opportunities for people with a generalist education as well as those with a numerate, scientific or technical background. Some jobs primarily involve research skills or data analysis, others demand creativity and inter-personal skills. Many require a mix of logical thinking, drive, tenacity and excellent communication skills.

Many large and medium sized firms will have a marketing department. The Director of Marketing may be a board member, influencing corporate decisions and business strategies. In most cases, the Marketing Director will head a team of marketing managers and planners. If it is a very large conglomerate, they may have responsibility for a whole business unit or, more commonly, will manage different product lines, brands or services. It is increasingly rare for the marketing department to undertake all the activities involved 'in-house'. Market research and advertising for example are frequently designed and delivered 'out of house' by specialist agencies, working in close partnership with the marketing department.



The agencies form a complex network, some specialising in one particular activity such as market research or media. Full service advertising agencies may take responsibility for delivering the whole promotional package for a product or service, developing the creative ideas and buying the media space on TV, radio and elsewhere. In many cases specialist agencies will be commissioned for distinct aspects of the process. Similarly, selling is becoming an increasingly complex activity often incorporating a variety of techniques and approaches.

Why should I choose to study with London Met?

London Met has over 25 years experience of teaching CIM programmes. It enjoys pass rates substantially in excess of the UK average and in the last two years three of our students have been recognised as the 'best' worldwide .

Our tutors are well experienced and qualified offering a blend of practical hands-on experience and solid academic background. They are also led by a full-time Course leader .

The University is based in the centre of the City and has a well equipped library with access to on-line research and learning resources.

What qualification should I choose?

London Metropolitan Business School offers tuition for the Professional Certificate, Professional Diploma and Chartered Postgraduate Diploma. All levels are offered on a part-time evening basis as well as an 'intensive ' basis.

Check out the entry requirements for each qualification (see below). It is important that you select the correct level appropriate to your qualifications and experience.

If you are not sure which level you are able to study at, contact the Course Leader for guidance.

Please note it is your responsibility to ensure you join the programme at the correct entry point.

■ Professional Certificate in Marketing

For those in the early stages of their marketing career, or who would like to move into the marketing industry, this is an ideal qualification.

It is also suitable for people working in supporting marketing roles, typically within the marketing function, but you could be in a more senior role, particularly in SMEs, where marketing may only be a part of the role.

The qualification provides a practical insight into the principles and application of marketing at a tactical level.

■ Professional Diploma in Marketing

For those who already hold the Professional Certificate or have a marketing degree, or experience in a marketing management role sufficient to meet the requirements of the Professional Diploma.

The qualification provides a variety of skills at an operational level.

■ Chartered Professional Postgraduate Diploma

For those who hold the Professional Diploma, or hold a senior marketing position and want to obtain an insight into defining organisational strategic focus, developing marketing strategies and managing corporate reputation at board level.

On successful completion of stage 1 (four modules) you will be awarded the Professional Postgraduate Diploma.

You can continue onto Stage 2 on completion of Stage 1 which requires a substantive Project to be completed.

Tuition Methods offered

- Part time evening classes
- Part time intensive day-time programmes

Course Timetable: Part time evening programme: Autumn 2009

Please note that in Autumn 2009 as a result of the CIM syllabus changes, we are offering a blend of 'old' and 'new' syllabi. As a general guide, students starting a new programme must begin the new syllabus. Students who are already part way through a qualification can continue to study the 'old' syllabus where tuition is offered.

The full range of new syllabus subjects will be offered from 2010.

Professional Certificate	Sept	Feb
Marketing Essentials (1) *	Mon	Mon
Assessing the Marketing Environment (2)	Wed	Wed
Marketing Information and Research (3)	Tue	Tue
Stakeholder Marketing (4)	Thurs	Thurs
Professional Diploma (new syllabus)	Sept	Feb
Marketing Planning Process (1)	Mon/Wed	Mon/Wed
Delivering Customer Value through Marketing (2)	Tue/Thurs	Tues/Thurs
Managing Marketing (3)	n/a	Mon/Wed
Project Management for Marketing (4)	n/a	Mon/Thurs
Professional Diploma (old syllabus)	Sept	Feb
Marketing Management in Practice	Mon/Wed	n/a
Marketing Research and Information	Mon/Thurs	n/a
Chartered Professional Postgraduate Diploma Stage 1*** (new syllabus)	Sept	Feb
Emerging Themes (1)**	Wed	Tue
Analysis and Decision (2)	Thurs	Wed
Market Leadership and Planning (3)	n/a	Tue
Managing Corporate Reputation (4)	n/a	Wed
Professional Postgraduate Diploma (old syllabus)	Sept	Feb
Managing Marketing Performance	Tue	n/a
Strategic Marketing in Practice	Wed	n/a

* Numbers in brackets are the order in which the modules should be taken

** This module does not require attendance at University every week and is taught by way of masterclasses and blended learning.

*** Stage 2 will be offered from Autumn 2010

When do classes run?

Evenings

You can join classes in February and September each year. Classes run from 6pm-9pm in the evening.

September 2009

Classes are scheduled to commence 14 September and finish week commencing 23 November (11 weeks).

In addition, there will be an introductory session for both the Professional Diploma (8 September) and Chartered Professional Postgraduate Diploma (Stage 1) (7 September). Students should only attend one introductory session per level and are for students studying the new syllabus only. Continuing students need not attend.

All 2009 modules include one Saturday session, except for the Chartered Professional Postgraduate Diploma (Stage 1).

February 2010

Classes commence 8 February and finish week commencing the 17 May (13 weeks).

In addition, there will be an introductory session for the Professional Diploma (2 February) and the Chartered Postgraduate Diploma (Stage 1) (1 February). Students should only attend one introductory session per level.

There will be no classes 29th March – 9th April inclusive. Classes will recommence 12th April.

Classes due to take place on a Bank Holiday will be rescheduled.

While the University will make every attempt to adhere to the schedule, occasionally classes may have to be rescheduled.

Intensive Programme 2009/10 – Course Timetable

As an alternative (or as an addition) to the evening programmes students can choose the intensive programme.

Each module requires attendance at the University on two Fridays throughout term.

Students need only attend class twice per subject (two Fridays) during one semester in either 2009 or 2010.

	COURSE A		COURSE B	
Professional Certificate	2009		2010	
Marketing Essentials	25 Sept	16 Oct	19 Mar	14 May
Assessing the Marketing Environment	2 Oct	6 Nov	26 Mar	23 Apr
Marketing Information and Research	9 Oct	30 Oct	19 Mar	7 May
Stakeholder Marketing	23 Oct	6 Nov	26 Mar	23 Apr

Professional Diploma (New syllabus)*	2009		2010	
The Marketing Planning Process	2 Oct	6 Nov	12 Mar	23 Apr
Delivering Customer Value Through Marketing	9 Oct	13 Nov	26 Mar	7 May
Managing Marketing	n/a	n/a	19 Mar	7 May
Project Management in Marketing	n/a	n/a	26 Mar	23 Apr

Professional Diploma (Old Syllabus)**	2009		2010	
Marketing Research & Information	1 and 2 Oct	15 and 16 Oct	n/a	n/a
Marketing Management in Practice	8 and 9 Oct	29 and 30 Oct	n/a	n/a

Chartered Professional Postgraduate Diploma (stage 1)*	2009		2010	
Emerging Themes	9 Oct	30 Oct	5 Mar	7 May
Analysis and Decision	16 Oct	6 Oct	19 Mar	23 Apr
Market Leadership and Planning	n/a	n/a	26 Mar	7 May
Managing Corporate Reputation	n/a	n/a	5 Mar	30 Apr

* The remaining two modules will be offered from Spring 2010

** These subjects are being offered for the last time to enable existing students to complete under the old syllabus. Please note these two modules require attendance for 2 blocks of two days

Class Times

Classes run from 9.30am-4.30 pm on a Friday

Location

All CIM classes are scheduled to take place at 84 Moorgate, which is just a couple of minutes away from Moorgate Tube Station

The Tuition Package

Included within the tuition fee is:

- Comprehensive set of class notes and material
- Access to full time Course Leader and on-going support
- Access to the University facilities (including Library)
- Text book
- Regular tutor support for assignment/project based subjects

Please note students are responsible for all payments due to CIM.

CIM Examinations

CIM examinations (new syllabus) take place in March, June, September and December.

Please note that assessment varies across subjects and includes examination, projects and work-based assignments.

Students who wish to sit the CIM examinations must become members of CIM and make arrangements to register for each assessment in accordance with the CIM timescales. This is the responsibility of the student who must ensure CIM deadlines are met.

Dates of examinations and entry dates are available at www.cim.co.uk

Entry Requirements

CIM's marketing routes are progressive **but you must start** at the level that matches your qualifications and experience, if you are in any doubt you must contact the Course Leader, before you apply.

Professional Certificate in Marketing

Students must as a minimum have 2 'A' Levels or any general Bachelors or Masters Degree or an equivalent such as:

- CIM Introductory Certificate (Level 2 or 3)
- NVQ/SVQ Level 3 in Marketing
- NVQ/SVQ Level 4 in any other subject
- International baccalaureate
- Successful completion of Level 4 entry test (available on-line at www.cim.co.uk).

Professional Diploma in Marketing

You must meet at least one of the following criteria or qualifications to join the Professional Diploma course.

- The CIM Professional Certificate in Marketing
- Any business or marketing Bachelors or Masters Degree (or an equivalent qualification) *where a minimum of **one third of the credits** come from marketing* (ie 120 credits in Bachelors Degrees or 60 credits with Masters Degrees).
- Experience in a marketing management role that has provided you with the ability to evidence that you can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so and is sufficient to pass the Entry Test to Level 6 (see www.cim.co.uk for the test)

Chartered Professional Postgraduate Diploma in Marketing (2009 syllabus)

As a minimum the following qualifications and experience are required:

- CIM Professional Diploma in Marketing (either the 2003 syllabus or the 2009 syllabus) or the CIM Advanced Certificate in Marketing
- A business or marketing Bachelors or Masters Degree (or an equivalent qualification) where a minimum of **half of the credits** come from marketing (ie 180 credits in Bachelor Degrees and 90 credits in Masters Degrees)
- A range of experience working at Senior Marketing Management level that has provided potential students with ability to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and is sufficient to pass the Entry Test to Level 7 (see www.cim.co.uk).

Additionally

- Students should be in a position (preferably working) to plan, agree and implement a work-based project that is relevant to their business context

Those educated outside of the UK must have achieved the equivalent of the above entry criteria and, where English is not their first language, evidence of English language competence to IELTS 6.5 must be provided

Location of teaching

London City campus, Moorgate

How to apply

Contact the Professional Courses office for an application form, or you may download one from:
www.londonmet.ac.uk/courses/cim

Please return your application form to:

Address:

Postgraduate Registry

Tel: 020 7320 3169

Calcutta House

Fax: 020 7320 1119

Old Castle Street

Email: professionalcourses@londonmet.ac.uk

London E1 7NT

Web: www.londonmet.ac.uk/lmbs

For course enquiries contact

Course administrator

Tel: 020 7320 1529

Email: cim.administration@londonmet.ac.uk

For academic enquiries contact

Ray Donnelly

Tel: 020 7320 1443

Email: ray.donnelly@londonmet.ac.uk

Kara Fisher, Marketing Assistant, Allen Overy, CIM Diploma

I chose to do my CIM Diploma at London Metropolitan University for two reasons, the first is the location. The second, the most important reason, is the University's reputation as a centre of excellence for the CIM qualifications.

Doing an evening class after a long day at work can be hard, but I sincerely did not notice the late time due to my tutors, who as well as being extremely knowledgeable, are very animated on the topic of marketing!



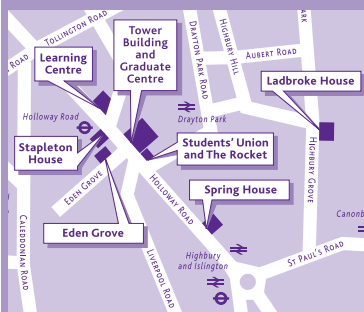
Our location



London City campus

Moorgate

Our Moorgate building is located in the heart of the financial and business district of London ('The City'), and is just a few minutes walk away from Moorgate tube and Liverpool Street station.



London North campus

Conditions

This brochure is for information purposes only. We do everything we can to ensure that the information in this brochure is correct, however details may change and we cannot accept liability for any errors or omissions. Please see our postgraduate prospectus or the website: www.londonmet.ac.uk for the University's full terms and conditions.

