

Chartered Institute of Marketing (CIM)

BPP's CIM programmes are taught by experienced marketing professionals and delivered via our innovative Online Classroom and Online Classroom Live.

BPP draws on over 35 years of experience and focuses on employability and career progression by providing the knowledge, skills and practical application that will enable you to pass your professional qualifications. Our tutors are a dynamic mix of business practitioners and academics, and we train students from 75 of the FTSE 100 companies.

Programme Overview:

For more than 100 years, the CIM has been supporting, representing and developing marketers, teams, leaders and the marketing profession as a whole. Now, as the leading international professional marketing body, CIM networks have an unrivalled breadth, depth and diversity – making them not just the largest community of marketers, but one with impact.

BPP CIM qualifications provide you with relevant, contemporary marketing content to equip you for the current professional landscape. Learning is enhanced through meaningful assessment methods which embrace the modern marketing industry.

Successful completion of CIM qualifications will establish your knowledge and skills to be able to perform an essential and successful professional marketing role within the workplace. You will gain marketing knowledge that will not only enable you to understand the wider role of marketing but will also help you to build your credibility as a professional marketer.



BPP

PROFESSIONAL
EDUCATION

CIM

Accredited Study Centre

Programme	CIM Certificate in Professional Marketing
Length of Programme:	- 3 months per module 9-12 months for full qualification
Modes of Study:	- Online Classroom (elective modules) Online Classroom Live (mandatory modules)
Assessment:	- Dependent on module: exam, written assignment or portfolio
Start Dates:	- Jan/Apr/Sept
Resources:	- Official CIM Study Guide, recommended core study text, online learning environment, student forum
Fees per Module:	- Online Classroom £450 + VAT Online Classroom Live £500 + VAT
CIM Fees:	- Annual studying membership fee: £50 - Assessment fee: £130 per module

Programme	CIM Diploma in Professional Marketing
Length of Programme:	- 3 months per module 9-12 months for full qualification
Modes of Study:	- Online Classroom (elective modules) Online Classroom Live (mandatory modules)
Assessment:	- Dependent on module: exam with pre-work, assignment or portfolio
Start Dates:	- Jan/Apr/Sept
Resources:	- Official CIM Study Guide, recommended core study text, online learning environment, student forum
Fees per Module:	- Online Classroom £500 + VAT Online Classroom Live £550 + VAT
CIM Fees:	- Annual studying membership fee: £50 - Assessment fee: £170 per module CIM fees subject to change, please refer to cim.co.uk for details.

Why study CIM with BPP?

- ✓ Full study programme guidance and support
- ✓ Flexible and accessible learning with online learning
- ✓ Dedicated CIM tutors with course and industry experience
- ✓ Fresh, challenging and dynamic learning material and resources
- ✓ Engaging, interactive and innovative learning experience
- ✓ Comprehensive feedback, support and guidance

UK study centres

All BPP CIM students have access to any of our UK study centres, providing state-of-the-art facilities and comfortable, high-quality environments to access your study materials.

“ I certainly made the right choice to study my CIM Diploma with BPP. It was easy to book and I received all course materials and text books in a timely fashion.

My tutor was excellent and always on hand to help and advise. I was also kept informed of any changes and need to know information. **”**

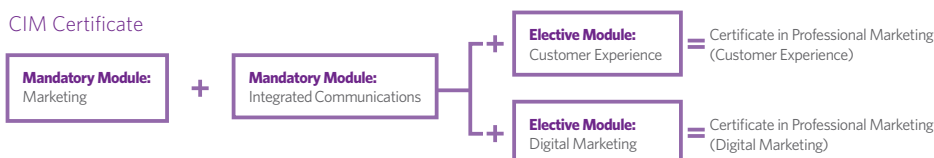
Rebecca Marjoram,
BPP CIM Diploma Student - March 2015

CIM Certificate in Professional Marketing

Developed for those who are aspiring towards a career in marketing or those in marketing looking to progress. This qualification will give you the knowledge, skills and understanding required to devise and implement tactical marketing activities and campaigns. You will gain relevant and contemporary marketing knowledge that will not only enable you to understand the wider role of marketing but will also help you build your credibility as a professional marketer.

To gain the full qualification a pass in both mandatory modules plus one elective module is required. Each module can also be taken as a stand-alone to gain a module award.

CIM Certificate



Entry requirements

One or more of the following is required to gain entry onto this qualification:

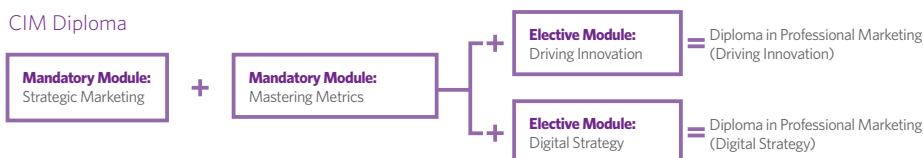
- CIM Level 3 Certificate in Marketing qualification
- Any relevant Level 3 qualification
- Any UK degree or international equivalent
- International Baccalaureate (equivalent to NQF Level 3 and above)
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4

CIM Diploma in Professional Marketing

Developed for marketing professionals who are looking to further their career, this qualification will equip you with the relevant and contemporary knowledge, skills and understanding of key marketing techniques. It will not only enable you to make informed strategic decisions but will also help you to grow your reputation as a professional marketer.

To gain the full qualification a pass in both mandatory modules plus one elective module is required. Each module can also be taken as a stand-alone to gain a module award.

CIM Diploma



Entry requirements

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

MSc International Marketing

BPP University's MSc International Marketing programme provides you with the skills to manage effectively in business, combined with the opportunity to tailor your degree in specialist areas such as digital, advertising or PR. This degree is awarded by BPP University. For more information call **03332 209 289** or visit **bpp.com**

Study and support

- ✓ Assessment guidance
- ✓ Group activities
- ✓ Discussion forums
- ✓ Assessment guidance

BPP award winning Online Classroom Live

Our award winning Online Classroom Live is ideal if you like the discipline and motivation of a structured and timetabled course and can commit to scheduled sessions delivered by one of our expert tutors.

- ✓ Live, interactive sessions
- ✓ Study wherever you have internet access
- ✓ Watch the recordings if you miss a session
- ✓ Access to your learning materials, including lesson notes, case studies via our Virtual Learning Environment

CIM Apprenticeship

Up to 100% of the training costs could be covered by the Government if you study as an apprentice.

To qualify for funding you must:

- ✓ Be aged 16-23
- ✓ In a full time (30+ hours) relevant role

For more information call

0203 1315 182 or visit

bpp.com/apprenticeships

How to book

To book or to find out more visit **bpp.com/cim**

or call **03332 209 289**