



THE CAMBRIDGE CHARTERED PROGRAMME

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CHARTERED MARKETER STATUS

Chartered Marketer status is the benchmark of a qualified, experienced and up to date marketing professional. Achievement of Chartered status is international recognition that the holder has achieved, and maintains, an ability to practise marketing at the highest level. In common with Chartered programmes in other professions, Chartered Marketer status is becoming a requirement for those holding the top marketing posts in Corporations and Institutions.

Chartered status is achieved through accumulating CPD hours for 2 years. At present, the CIM requirement is for 35 hours of qualifying activity per annum. Many marketers find it a struggle to account for the required number of hours, and to provide the necessary proof of having earned the hours. This will become a growing problem as the CIM is likely to increase the requirement in future years.

THE CAMBRIDGE CHARTERED PROGRAMME

Cambridge Marketing College has developed a unique support programme to help you gain and maintain your Chartered status. Called the Cambridge Chartered Programme (CCP), this comprehensive set of activities gives you the *opportunity* and the *motivation* to complete your Continuing Professional Development successfully.

Joining the CCP gives you access to a range of activities – from networking events, through courses to self study materials – ensuring that you get the most benefit from your journey to becoming a Chartered Marketer. We look after your enrollment as a CIM member and handle all the administration issues. You get access to a continuing programme of activities and resources, while we maintain a personal record of your activities so meeting the requirements of the CIM CPD programme.

CMC - A COLLEGE OF INTERNATIONAL STATURE

Established in 1991 Cambridge Marketing College pioneered the model for modern professional marketing education, delivering outstanding exam results and on going support for its delegates. The Cambridge Chartered Programme now takes this further and develops the support into life long learning: helping delegates to achieve their career goals.

We pride ourselves on the fact that our seventy Tutors and advisors are practising marketing or PR professionals from diverse backgrounds, who bring a wealth of relevant experience and a current set of skills to the CCP. Many are consultants, directors and authors. The majority are Chartered Marketers.

In addition all the College staff are responsible for supporting delegates. We offer a one-stop shop approach to answering queries and providing solutions to problems. One call can get you all the answers you need - 01954 234940, or email Shane at shane@marketingcollege.com

CPD and Lifelong Learning

Continuing professional development is the systematic maintenance and improvement of knowledge, skills and competence, and the enhancement of learning, undertaken by an individual throughout his or her working life.

The Institute of Continuing Professional Development



**WHAT COUNTS
TOWARD MY CPD
RECORD?**

CATEGORY	WHAT IT IS?	MAXIMUM HOURS WITHIN THIS CATEGORY
Qualification Status	All qualifications awarded by The Chartered Institute of Marketing or other marketing sales, or business related qualifications awarded by Government recognised educational institutions.	35 hours
Short training courses and workshops	Training courses and workshops aimed at developing your marketing or business knowledge and competence. These can take the form of distance learning training programmes.	35 hours
Imparting Knowledge	Authorship of books, papers, journals or articles - published on marketing, sales or management related subjects. However, other areas will be considered on a case-by-case basis.	14 hours (for writing papers or journals) or 35 hours (for writing books)
Mentoring	<ul style="list-style-type: none"> • Mentoring others or being mentored to allow for the effective dissemination of knowledge • Part-time teaching by non-academics <p>N.B. Excludes consultancy work and projects undertaken on behalf of clients.</p>	21 hours
Conferences and exhibitions	<ul style="list-style-type: none"> • Organised by The Chartered Institute of Marketing • Conferences or exhibitions accredited by The Chartered Institute of Marketing • Organised by other marketing or job/industry related organisations 	10 hours
Private study	<p>Private study involves learning new skills and/or improving marketing/management performance and knowledge.</p> <ul style="list-style-type: none"> • Online research, including information extracted from Marketing Resources at www.cim.co.uk/resources • Learning new job related skills • Reading marketing and sales related publications 	8 hours
Development events	<p>Marketing or business related participative development events and seminars, excluding social events and meetings that form part of your normal job role</p> <ul style="list-style-type: none"> • CPD events organised by our branches or Market Interest Groups • Events run by other marketing or business related organisations, including those from other professional bodies 	21 hours



Cambridge Marketing College believes that earning CPD points should be a value adding activity, not a 'box ticking' exercise. This is why we offer a rich selection of useful and stimulating activities in the Cambridge Chartered Programme. By enrolling on the CCP, not only will you ensure your progress towards Chartered status, but will emerge a better informed, better connected and more capable marketer.

GETTING AHEAD IN MARKETING

THERE ARE TWO PRINCIPAL ROUTES TO BECOMING A CHARTERED MARKETER:

ALTERNATIVE ROUTES TO CHARTERED STATUS

THE PROFESSIONAL POSTGRADUATE DIPLOMA ROUTE, PLUS CCP

This is suitable for those with the CIM Professional Diploma, a Marketing degree or Masters Business degree and six plus years marketing experience. Delegates pursuing this route first complete the CIM Postgraduate Diploma in year one and then attend the CCP for the second year of CPD. They may then renew their CCP annually thereafter.

THE CAMBRIDGE CHARTERED PROGRAMME

This programme is ideal for those with significant marketing experience who do not wish to undertake further study at this time. It is more practically based and designed to fit in with experiential learning styles. A rolling programme of events and resources allows members to stay at the forefront of marketing knowledge. This route is initially for two years and may be renewed on an annual basis thereafter.



CHARTERED POSTGRADUATE DIPLOMA IN MARKETING

A TYPICAL PROGRAMME IS OUTLINED BELOW

The Professional Postgraduate Diploma is the final CIM challenge. The course is intended for marketers at higher middle and senior management though not all candidates taking this qualification will have reached this level. The Chartered Postgraduate Diploma has two Stages: Stage I which comprises four modules and leads to the Professional Postgraduate Diploma and then an optional Stage II which comprises an 18 month work-based project and leads to the Chartered Diploma. For more information on Stage II of the Postgraduate Diploma please see our Chartered Prospectus.

ENTRY QUALIFICATIONS

A Bachelors or Masters degree in business or marketing (or an equivalent qualification) where a minimum of half of the credits come from marketing or a range of experience working at senior marketing management level that has provided potential delegates with the ability to evidence that they can meet the learning outcomes of the CIM Professional Diploma in Marketing. For direct entry onto Stage II of the Chartered Postgraduate Diploma (in order to gain the Chartered Diploma) entrants will need to satisfy both elements of the criteria or have the old Postgraduate Diploma and 6 + years' experience at management level.

COURSE DURATION

The time taken to complete the course depends on when you start. The Programmes commence in January, July and September. This stage takes between 12 and 18 months.

STUDY METHODS

The Chartered Postgraduate Diploma is available through Distance Learning or Executive Weekends in Cambridge and Manchester or Saturday Seminars in Bristol, Edinburgh, Guildford and Nottingham. Evening Classes are available in Cambridge. Distance Learning delegates may also upgrade to Supported Open Learning, attending a Taught Course for two out of four modules.

SUPPORTING MATERIALS

All delegates are provided with a set of Study Guides and text books and full access to the CMC Learning Zone.

OVERVIEW OF PROGRAMME BENEFITS

COURSE CONTENT

Stage I has four modules and will give you the Professional Postgraduate Diploma:

EMERGING THEMES

In this module delegates will critically evaluate the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment. By the end of the module, delegates will be able to demonstrate an ability to recognise the strategic importance of key themes, and to consider how best to take them into account when developing and implementing marketing strategies. Finally, delegates will have established strategies and mechanisms for anticipating future trends and emerging themes.

Assessed by Assignment

ANALYSIS & DECISION

This module prepares delegates to undertake a strategic audit of the organisation in order to assess its ability to deliver its business and marketing strategy, and to make strategic choices and decisions based on that audit within the context of a dynamic global market place. The module focuses on the tools for strategic decision making of this type including financial and risk analysis for each decision.

Assessed by Case Study based Exam

MARKETING LEADERSHIP & PLANNING

The focus of this module is on developing and delivering strategic marketing plans to support the organisation's value proposition (not just the marketing function). In order to deliver effective plans, delegates must recognise the need to deliver sophisticated change management programmes. This will require delegates to consider the reasons for change and the types of change management plans that should be put in place. Delegates will demonstrate an understanding of the leadership issues required to execute such change.

Assessed by Assignment

MANAGING CORPORATE REPUTATION

This module looks at the nature and characteristics of reputation management, and at managing the dimensions of an organisation's reputation. It also examines the methods of developing effective corporate communications.

Assessed by Assignment

THE CAMBRIDGE CHARTERED PROGRAMME

A TYPICAL PROGRAMME IS OUTLINED BELOW

KNOWLEDGE ACCELERATORS

This is a series of one day or half day courses on a variety of marketing themes. Domain experts share their knowledge of current best practice and engage their groups in discussion and practical exercises.

ANNUAL MARKETING LECTURE

The Annual Cambridge Marketing Lecture has been organised by Cambridge Marketing College for the last 12 years. Leading speakers give their views on the future of marketing. Initiated by Professor Philip Kotler, in the last few years the annual lectures have been given by Emeritus Professor Malcolm McDonald, Professor Paul Fifield, Ian McCaig, Chief Executive of lastminute.com and Rita Clifton, UK Chairman of Interbrand. The dinner takes place in July each year and contributes two hours towards your CPD .



Professor Paul Fifield, Laurie Young and Charles Nixon at the Annual Marketing Lecture and Dinner.

OVERVIEW OF PROGRAMME BENEFITS

CAMBRIDGE DIGITAL MARKETING CONFERENCE

This is an annual conference originated by the College and run by the CIM in Cambridge each year in July. Commentators and practitioners present the latest ideas in digital marketing concepts. Attending this conference contributes six CPD hours.

MASTER CLASSES

Given by well known experts on key subjects, these events are held in the evenings across the UK and will include the opportunity to network. Professor Malcolm McDonald is amongst the prestigious group of speakers. These classes take place several times a year and contribute 1.5 hours CPD hours each.

DIGITAL DIPLOMAS

- CIM - CAM Diploma In Digital Marketing
- CIM- CAM Diploma in Digital Campaign Planning
- CIM - CAM Diploma in Digital Media and Branding
- CIM - CAM Diploma in Mobile Marketing
- CIM - CAM Diploma in Digital Metrics and Analytics

These distance learning courses are available at no additional charge within the two year CCP. They represent substantial discount over the standard course fees and fully satisfy the CPD requirement for the year. These modular courses cover all aspects of digital marketing today. Each Diploma has three modules. You can study individual modules leading to CIM awards or complete three modules to gain one of the above Diplomas.

PRESENTATION SKILLS

Your ability to present to a number of stakeholders is essential in a senior marketing role. Being able to translate your ideas in a meaningful, persuasive and impactful manner will enhance your ability to further your ideas and those of your organisation. This aspect of the Cambridge Chartered Programme covers presentation technique, negotiation skills and rhetoric.

COACHING

Qualified coaches can help you in assessing your areas for improvement, your goals and aspirations. They will then support you in designing and maintaining momentum on a plan to reach those goals, whilst improving your personal awareness, recognising your impact and enhancing your self-confidence.

'ASK THE EXPERT' FORUM

The Forum provides access to industry and topic experts from the marketing profession. You can post questions or make a request on the Forum and have it answered promptly. It may be answered by other CCP Members or by CMC's network of Tutors and subject specialists. If none of these has the answer to your particular query, CMC will undertake the necessary research to get the answer for you.

ONE DAY COURSES

A series of one and two day courses on specialist areas of marketing. You will be able to select the course you feel is most relevant to support and balance your professional experience and expertise. The courses will take place throughout the year and at various locations.

These courses will contribute six hours each towards your CPD.

EXAMPLE OF COURSES CURRENTLY AVAILABLE

DIGITAL MARKETING

aims to provide delegates with a sound understanding of digital (online) marketing which will both give confidence and provide a structure in which to explore the exciting array of opportunities presented by online media.

PUBLIC SECTOR MARKETING

will introduce you to the key concepts of marketing in the public sector, and teach you how you can use marketing principles and techniques to increase your organisation's profile and deliver against government targets.

MARKETING RESEARCH

aims to provide an understanding of how to plan, commission, use and evaluate market research to deliver tangible benefits to the organisation.

EFFECTIVE MANAGEMENT TECHNIQUES

provides a practical understanding of effective management and leadership techniques including a range of tools to motivate and manage teams effectively.

COMMUNICATIONS PROJECT MANAGEMENT

will help develop your understanding of how PR, advertising, direct marketing, promotions and the Internet can link together in a carefully thought through project to make a significant impact on your organisation's competitive position.

MARKETING METRICS

is especially useful for managers who want to develop a more metric or measurement-based approach to their marketing. In the current challenging economic environment it is crucial for marketing professionals to employ a range of metrics that measure the contribution that marketing makes.

SPECIALIST TUTORS



**CHARLES
NIXON**
MBA FCIM
FCAM FRSA

Chartered Marketer.
Chairman and founding director of Cambridge

Marketing Colleges.

Charles has many years of marketing experience, from government relations, through market research to marketing communications and strategy. He gained this experience across a broad range of industries including textiles, software, telecommunications and financial services working for Arthur Andersen, Mercury Communications, Extel Financial and Touche Remnant.

Charles consults in marketing for high technology and publishing companies. He is a former member of the CIM's International Board of Trustees and is President of the CIM Cambridgeshire Branch.

Charles is an experienced tutor and delivers courses across all levels of the CIM and CAM qualifications.



**LAURIE
YOUNG**
DIPM FCIM
MBA

Laurie is one of the UK's best known marketing authors. He is a former

global marketing partner of PwC and has held senior positions with BT and Unisys.

He also founded, built and sold his own consultancy company, and now divides his time between consultancy work (including teaching on the Executive Education Programme of Wharton Business School), public speaking and writing. He has published over a hundred articles, mostly in trade periodicals, and six books. His last three books were: "Marketing the Professional Services Firm", "From Products to Services" and "Marketing Technology as a Service".



**HEATHER
YAXLEY**
MCIPR
CHARTERED

Heather has over 15 years experience working in-house for

major brands and within consultancy environments. She has a strong reputation for developing innovative

marketing and PR campaigns within a strategic framework.

Her particular areas of interest are corporate social responsibility, community sponsorship programmes and environmental projects. She has experience of developing consumer, B2B and corporate initiatives in the public, private and charity sectors across the education, automotive, FMCG and arts worlds. Heather is passionate about lifelong learning.



**NEIL
WILKINS**
BSC MCIM

Chartered Marketer.

Neil is a Marketing Consultant with

experience in a range of industries including financial services, telecoms, public sector, IT, consumer retail products and manufacturing. He specialises in the development and delivery of strategic and tactical marketing training which benefits from his knowledge and background as well as drawing from a broad base of current business models and case studies.

Neil graduated from the University of Portsmouth with a degree in psychology. He is our Course Director for Mobile Learning.



ANDREW HEDLEY
MA DipM
MBA MCIM
FIOD
FStratPS
FCMI FRSA

Andrew Hedley helps the leaders

of law firms to create mould-breaking strategies, develop strong brands, forge robust client relationships and design compelling propositions. Hedley Consulting is recognised as a leading boutique strategy consultancy within the legal sector with clients ranging from global firms to significant regional players. In addition to his strategic project advice, Andrew is much sought after as a strategy group guide, partner retreat speaker, workshop facilitator and moderator. He is the author of *Developing Strategic Client Relationships* (2008) and *Client Strategy in a Changing Legal Market* (2011).

Following his MA, Andrew completed an MBA in 1993. Both focused on professional services strategy and business development. With over 20 years' experience of managing and advising professional service firms, he is a member of the Editorial Board of *Managing Partner* magazine, the judging panel of the MPF European Practice Management Awards and the Advisory Panel of NetworkMP. He is the Course Director of the Cambridge Marketing College CIM Professional Diploma in Professional Services Marketing.

Andrew is a member of the Chartered Institute of Marketing and has been admitted as a Fellow of the Institute of Directors, the Strategic Planning Society, the Chartered Management Institute and the Royal Society of Art.



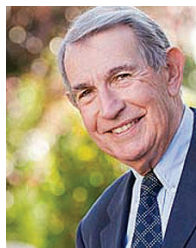
PAUL FIFIELD
PHD FCIM
FRSA MBA

Chartered Marketer.

Paul is a well known consultant

and writer on Marketing Strategy. His latest book, the third edition of "Marketing Strategy", has become required reading for senior marketers. Over thirty years of listening, watching, learning and applying academic and strategic thought to marketing has created a fertile mind which Paul brings to his customers, his writing and his teaching.

Paul was an elected member of the CIM Council and the CIM International Board of Trustees. He was appointed Visiting Professor at Southampton University School of Management in 2006, and is currently President of the CIM Southern Region.



MALCOLM MCDONALD
MA(OXON), MSC, PHD, D.LITT. FCIM
FRSA

Chartered Marketer.

Emeritus Professor Malcolm McDonald was until recently Professor of Marketing and Deputy Director of Cranfield School of Management with special

responsibility for E-Business. He is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an honorary Doctorate from Bradford University. He has extensive industrial experience, including a number of years as Marketing Director of Canada Dry.

He has written forty books, including the best seller "Marketing Plans; how to prepare them; how to use them" and many of his papers have been published.



TERRY NICKLIN
BSC DIPM
MCIM MBA

Chartered Marketer.

Terry has clocked up over

twenty five years' experience of marketing and sales in technology, professional services and public sector organisations. He has broad international marketing and sales experience, and has been a popular speaker at international conferences. Terry now runs Keynote PR, specialising in PR and communications for B2B clients.

Terry is Chairman of the Chartered Institute of Marketing Cambridgeshire Branch, and is our Course Director for CAM and Digital Marketing.

HOW TO APPLY TO THE COLLEGE

THERE ARE TWO STAGES TO ENROLMENT:

1. APPLICATION TO THE PROGRAMME

To apply for the Cambridge Chartered Programme you will need to complete the application submission form enclosed together with your up to date resume and a letter of endorsement from your current or latest employer. Plus your degree certificate if appropriate.

You will need to hold the CIM Professional Diploma, or a recognised bachelors degree in Marketing or Masters degree in Business plus a minimum of 6 years practical marketing experience.

2. APPROVAL OF MCIM STATUS

A full membership of the CIM is a prerequisite to becoming a Chartered Marketer. As part of the acceptance procedure on to the CCP, the College will review your CV and experience and then, if appropriate, sponsor your application for full Membership of the CIM.

WHEN IS THE BEST TIME TO ENROL?

- You can enroll on the CCP at any time. The sooner you start the better. CPD is assessed annually by the CIM in June, and you need two years of CPD to gain Chartered status initially. Thereafter a rolling achievement of 35 hours CPD is required to maintain it.

COSTS

There is an initial one-off Approval fee of £200 + Vat (waived if you are a delegate or alumnus of Cambridge Marketing College)

There is an annual fee for membership of the Cambridge Chartered Programme. This is set for 2 years to allow delegates to manage their training budgets.

For those embarking on Chartered status for the first time, and not yet registered for CPD, there is a special two year package which includes the initial administration charge and two years of benefits. Please see the Application Form for more details.

COMPANY PAYING?

- Discounts are available for multiple applications from the same organisation made at the same time.
- If you work for an SME then you can split the payment across two financial years if payments are not more than seven months apart (subject to a £100 administration fee).

PAYING FOR YOURSELF?

Put down a deposit and split the balance over the subsequent eight months by Standing Order (subject to a £50 administration fee).

PAYMENT BY CREDIT/DEBIT CARD

The College accepts the following cards – AMEX, VISA, MasterCard and Maestro / Switch.

CAMBRIDGE CHARTERED PROGRAMME APPLICATION FORM

SECTION 1 PERSONAL DETAILS

Title	<input type="checkbox"/> DR	<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Ms	<input type="checkbox"/> Miss	<input type="checkbox"/> Other (Please Specify)
First Name			Family Name			
Nationality			Ethnic Origin			
Date of Birth (DD/MM/YY)						
Home Address						
Town			County			
Postcode			Country			
Home Tel No.			Mobile			
Home Email						

SECTION 2 YOUR CURRENT APPOINTMENT

Job Title			Date Appointed (DD/MM/YY)		
Job Level	<input type="checkbox"/> Director <input type="checkbox"/> Non-Manager/Executive		<input type="checkbox"/> Middle Manager <input type="checkbox"/> Consultant		<input type="checkbox"/> Senior Manager
Industry Sector					
Company Name					
Company Address					
Town			County		
Postcode			Country		
Bus. tel No.					
Bus. Email					
Do you hold a degree level qualification?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

SECTION 3 REFERENCE

I have known the applicant for ____ years and support his/her application for membership.

To the best of my knowledge the information supplied in this application is correct.

Name			
Position		Company	
Contact Telephone No.			
Signature		Date	

SECTION 4 PROGRAMME SELECTION

Please tick the Option (A or B) and Topic Areas

Programmes	Year 1	Year 2
A. CIM Professional Postgraduate Diploma plus 1 year Cambridge Chartered Programme	<input type="checkbox"/>	<input type="checkbox"/>
B. Cambridge Chartered Programme	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 5 DECLARATION

I confirm that all the information supplied in support of my application for membership is correct and I agree to abide by the Chartered Institute of Marketing's charter (www.cim.co.uk/governance)

Name		Date	
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COLLEGE FEES

The fees for the Cambridge Chartered Programme are £1200 pa (+VAT) . A two year introductory package is available at £2100 + VAT . This is inclusive of your CIM membership fee which is paid by the College to the CIM. There is also a one –off initial administration fee of £200 if you are not already a full member of the Chartered Institute.

SECTION 6 PAYMENT DETAILS

- ☐ I wish to pay by direct debit – please complete the Direct Debit Mandate (UK bank account holders only)
- ☐ I enclose a cheque for £_____ payable to Cambridge Marketing College
- ☐ I wish to pay by credit/debit card

Please indicate type of card. (We are unable to accept payment by Diners)

- ☐ Visa ☐ Mastercard ☐ Maestro/Switch ☐
- ☐ American Express ☐ ☐

I authorise you to debit my credit/debit card with the amount of £_____

Credit/debit card number			
Valid from (MM/YY)		Expires (MM/YY)	
Issue number (for Maestro/Switch/Delta)		Security code*	

* Use the last three digits on the reverse of your card. For American Express use the four digit verification number on the front of your card.

SECTION 7 DATA PROTECTION

Cambridge Marketing College will contact you with information regarding your membership and Programme.

The College and the CIM may also contact you regarding other products from its portfolio. If you wish to receive information about learning, development and qualifications please tick all that apply below:

☐ Post ☐ Email ☐ Telephone Your details will not be passed to any third party.

SUBMISSION

Please sign and send your application form together with :

1. A copy of your up to date cv
2. Letter of endorsement
3. Degree certificate(s)

Signature		Date	
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Cambridge Marketing College, Research and Administration Centre
Cygnus Business Park, Swavesey Cambridge CB24 4AA

BRIDGE MARKETING COLLEGES

2011

MARKETING KNOWLEDGE

FOR MORE
INFORMATION
CONTACT
THE COLLEGE ON
01954 234940

OR VISIT
THE COLLEGE
WEBSITE

WWW.MARKETINGCOLLEGE.COM