

# CIM Professional Diploma

## One year or two, the choice is for you ... but be quick!

### What will changes to the syllabus mean for you?



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it was thought, as a strategic standpoint, to permanently base a person in the London office that would provide significant value added for the teams in Spain and Portugal dealing with press relations and business development matters. As a result, this is now an important part of the daily work we perform at our office in London, which has proven to be a great platform to liaise with the specialized legal media in the UK and strengthen the relations between the publishers and the information "gate keepers", no matter in which part of the world each are.

Given that the Spanish offices are only one hour ahead of Lisbon and London, coordination of activities, conference calls, etc. can be easily handled. Our team works efficiently despite its geographical spread which is easily overcome by the use of new technologies such as mobile devices, video conferences, etc.

In a nutshell, the same values that a lawyer from Uría Menéndez applies when offering his or her professional services to a client - listening and understanding the client's needs and providing tailor-made advice - applies for Uría Menéndez's support team dealing with press relations and business development matters: we aim to be excellent in all these tasks, always searching for ad-hoc initiatives and delivering valued-added messages.

**Uría Menéndez has fifteen offices in Europe, the United States and Latin America. Nuria Vegas Sala is responsible for Press Relations in Portugal and External Relations in London. Before joining Uría Menéndez she worked at Chambers and Partners covering the Italian, Spanish and Portuguese markets. She can be reached by email: [nuv@uria.com](mailto:nuv@uria.com)**

### **Changes to the CIM syllabus could mean that the minimum overall period for completion of the Professional Diploma for some delegates will increase from one year to two.**

From 1st June this year, the new syllabus means, unless you have a degree with at least 30% marketing content, you will have to complete the CIM Professional Certificate course as a foundation before moving onto the Diploma.

So, if you are contemplating the Diploma but don't have a first degree with marketing content then now would be an opportune time to make a decision! Enrol for the current syllabus before 1st June and you will have one year to complete the Diploma (i.e. by June 2010) by distance learning without having to undertake the Professional Certificate first.

Moving beyond June this year, there will be clear criteria:

- For those without prior marketing qualifications, studies will commence with the one year *CIM Professional Certificate in Marketing* which will give access to the Diploma. This gives an overall understanding of the workings of a marketing department and practical learning on marketing communications. The course is suitable for those new to marketing and with limited academic qualifications or delegates with non-marketing degrees and limited marketing experience.
- If you have a Business Degree with over 30% marketing content, you can start on the new one year *CIM Professional Diploma for those in Professional Services* syllabus either by Distance Learning or by attending Executive Weekend Courses, Saturday Seminars or Professional Services Evening Classes in London.

Don't forget that this is the only professional services focussed programme leading to the CIM Professional Diploma; it has exam papers and assignments written with professional services in mind and a range of tutors with specific expertise and many years of experience in the sector. As currently, after successfully completing the programme delegates receive both the CIM Professional Diploma in Marketing together with the Cambridge Marketing College PSMG Diploma in Professional Services Marketing.

A further development for those with a Business Degree (or MBA) with over 50% marketing content, as well as substantial senior management experience, is the new CIM Chartered Postgraduate Diploma. This two year course is an exciting proposition. In the first year, four modules and examinations are undertaken. Year two is given over to a business project, within the delegate's own organisation, with personal mentoring by marketing gurus.

For more information about all these study options call Cambridge Marketing College or go to the website at [www.marketingcollege.com](http://www.marketingcollege.com).

What should be clear, for both current delegates and those considering their options, is the high importance of formal marketing qualifications in the current recessionary climate. With the sector under increasing economic pressure, firms are able to be very discerning as to those they employ. An opportunity to get a head-start on the road to qualification is something worthy of very serious consideration.

**Andrew Hedley is a Director of Hedley Consulting and the Course Director of the Cambridge Marketing College's CIM Professional Diploma for Professional Services Marketing. He can be contacted at [andrew.hedley@hedleyconsulting.com](mailto:andrew.hedley@hedleyconsulting.com)**