



**Dreaming of a career in marketing? Look no further if you want to become an empowered strategic leader with a much-coveted Chartered Institute of Marketing (CIM) accreditation and Master's under your belt.**

## What does the CIM accreditation mean?

Your Chartered Institute of Marketing (CIM) accreditation is a lot more than a stamp of approval. As you'll see, some of the modules are marked as CIM. These have been designed to cover the syllabus and assessments of the Level 6 diploma in professional marketing awarded by the CIM.

You then have the opportunity to submit your relevant module work to the CIM and add a level 6 Diploma in Professional Marketing to your CV.

## Modules are:

### Strategic Marketing - (CIM)

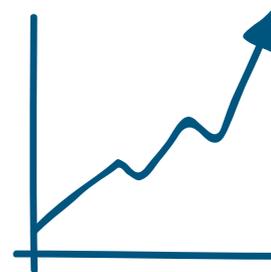
Getting to grips with strategy in marketing will highlight how important it is to use situation analysis and be differentiated for a competitive advantage. It will also help you to make decisions effectively, and learn the importance of sustainable growth something every business needs, from enterprise to SME.

### International Marketing

We'll stretch your marketing knowledge across all corners of the globe with this module, kicking off with the complex nature of international marketing and its different stages. While you learn how to create a strategic plan for an organisation, we'll dig deep into international marketing theories to help you develop an understanding of the processes required to establish a strong presence overseas.

### Mastering Metrics - (CIM)

This is when you'll learn how to play the numbers game. Data is a powerful tool and we'll teach you how to flex your numerical skills to make informed and effective marketing decisions. You'll master the art of measurement techniques leading to an in-depth understanding of the role of marketing metrics within an organisation.



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## Marketing Communications

Delving into this module will help you get to know in-depth marketing communications theories. You'll drill down into the nature of consumer behaviour and learn how segmentation, targeting and positioning can have a dramatic effect on results. We'll also introduce you to marketing communications planning; whether that's for media or strategic thinking. Plus, you'll discover how marketing communications and customer relationship management work hand in hand.

## Driving Innovation (CIM)

Entrepreneurship is at the heart of this module; you'll uncover its relationship with marketing and discover how an entrepreneurial mindset can deliver change.

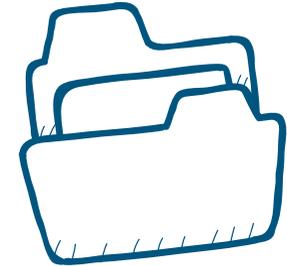
We'll also help you understand the role of internal marketing, especially in companies where things are changing fast. Along the way, you'll learn about the importance of nurturing innovation and we'll show you how to apply marketing-led ideas into a business.

## Data Handling and Decision Making

Modern businesses have access to more data than ever. People armed with the skills to handle that data - and who can use it to make informed business decisions - add real value to their workplace.

This module focuses on teaching you how to do an analysis of the data environment in an organisation, and crucially once you have that data, how you handle it and what you can do with it. Whether that is to make the

business more efficient, or lead it in a fresh direction, the key is not just to interpret and understand the data, but to make data-based decisions. We test this through a case study driven task that allows students to apply what they have learnt to a real business scenario.





## Research Project

The research project is a vital part of achieving Master's level - and it is your chance to undertake research into an area of your choosing, related to the programme theme.

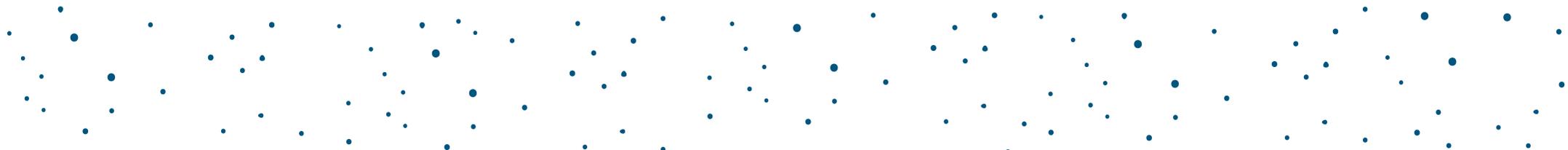
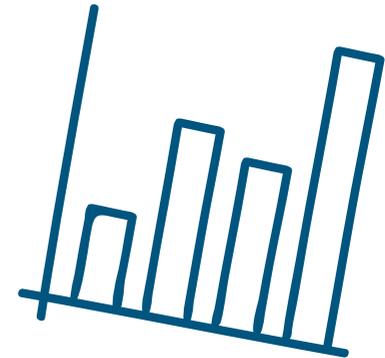
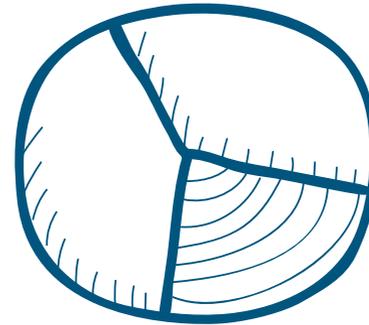
We'll support you through the first stage with six weeks of sessions to help you create your research proposal - and you can choose from a conventional dissertation or an academic article and presentation. You will develop your critical abilities and produce a piece of work that's relevant in practice and meets the academic standards needed at Master's level, and just as importantly, add value to your organisation and career.

## Course duration and hours of study

This varies depending on your rate of progress - you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find out more information on the course page, visit [www.arden.ac.uk](http://www.arden.ac.uk). Alternatively, please call our admissions team on:

+44 (0) 2476 515700 or  
0800 268 7737 for more details.





## Entry requirements

To be eligible for this course you must normally have:

A UK honours degree at a minimum of second class (2.2) or equivalent.

For students whose prior learning was not taught in English:

IELTS 6.5 or equivalent.

## If you don't have academic qualifications

We're more than happy to consider, and positively encourage, an application from you if you have substantial management experience (typically 5 years) and can show us that you have the motivation to study the programme.

## Accreditation



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ONLINE  
POSTGRADUATE  
COURSE

## How to apply

Visit: [www.arden.ac.uk](http://www.arden.ac.uk)

Email: [admissions@arden.ac.uk](mailto:admissions@arden.ac.uk)

Call: +44 (0) 2476 515700 / 0800 268 7737