

Advance your career in marketing

The Chartered Institute of
Marketing (CIM)



CIM

Accredited Study Centre

Contents

The Chartered Institute
of Marketing (CIM)

4

About PwC's
Academy

2

Qualifications

6



Contact us

19

Why choose PwC's Academy

18



About PwC's Academy

Who we are

We are the learning and education business of PwC operating across the Middle East and are part of a growing network of PwC Academies present in over 35 countries worldwide. We have been developing our own people for over 100 years and it is this deep experience of helping professionals become business leaders that is embedded into all PwC's Academy programmes. We are different because we use both subject matter experts within the PwC network and dedicated Academy staff, each of whom bring their wealth of knowledge and practical experience.

What we do

We offer a variety of training courses, based on the best practices of PwC's global network of firms and the individual experiences of our experts. We constantly adapt our courses to meet the needs of modern business, customising them to our students' requirements and assisting our students in reaching their organisational training and strategic objectives. We deliver learning that blends classroom training with innovative tools including the latest educational technologies, so that learning is relevant, sustainable and fun.

How we do it

We believe in the development of talent through building on what people know, how they think and what they can do – not as separate components but as an integrated process to create impact and deliver change. We design our programmes to deliver the knowledge, mindset and skills needed to solve today's important problems and predict, prevent and manage tomorrow's.





“

The CIM trainers have been quintessential pillars of strength in boosting my moral and in making me believe knowledge is the new rich. Now that I have completed the CIM qualification, I've not just acquired skills, but gained new self-reliance to lead with purpose and innovation in marketing!

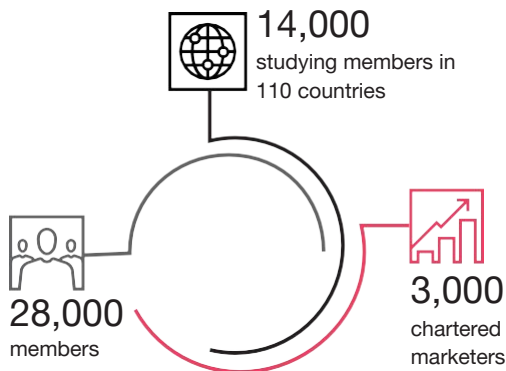
.....
Sanya Jain

The Chartered Institute of Marketing



The CIM (The Chartered Institute of Marketing) is the world's leading professional marketing body with over 28,000 members worldwide, including more than 3,000 Chartered Marketers. There are 130 CIM study centres in 36 countries which deliver world-renowned qualifications and over 90 training courses to improve marketing capability at an individual and business level.

CIM is an Ofqual regulated qualifications provider and is accredited by the European Marketing Confederation. It includes a range of professional qualifications along with many membership benefits designed to support professionals, develop their knowledge, enable their growth and extend their network.



Qualifications

Who is it for?

Foundation Certificate in Marketing

Level 3-Foundation

People of all ages and stages of their career. Ideal for managers in non-marketing functions, entrepreneurs, apprentices and those starting out in a marketing career.

Certificate in Professional Marketing

Level 4 – Intermediate

Aspiring marketers who want to gain knowledge and skills to progress to a successful career in marketing. Ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing.

Diploma in Professional Marketing

Level 6 – Equivalent to an undergraduate degree (Intermediate)

Marketers in operational, supervisory or management roles who want to develop their marketing knowledge and skills. Suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.

Digital Diploma in Professional Marketing

Level 6 – Equivalent to an undergraduate degree (Intermediate)

Marketers in operational, supervisory or management roles who want to develop their digital marketing strategy and skills. Suitable for digital marketing managers, digital specialists and marketing managers who want a better understanding of digital.

Marketing Leadership Programme

Level 7 – Equivalent level to a Master's degree (Advanced)

Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities.

Professional Marketing Competencies

CIM's Professional Marketing Competencies are a framework of marketing standards, which provide a guide to the skills and behaviours that are expected of professional marketers at varying levels of proficiency.

Core

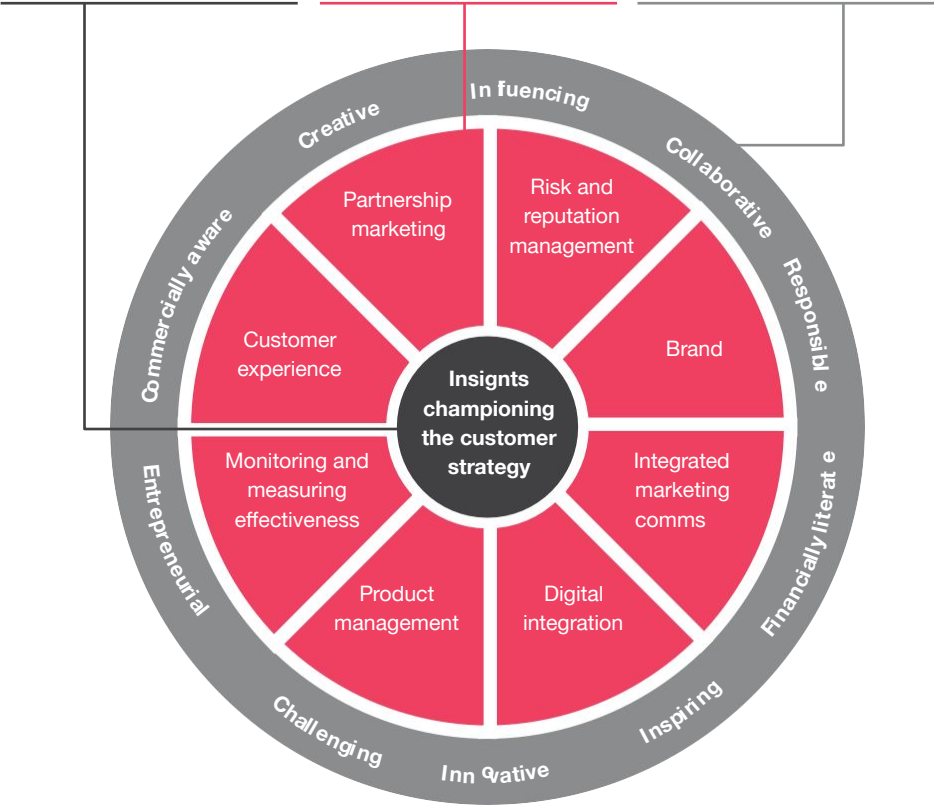
The core competencies sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

Technical

The technical competencies are elective, flexible capabilities which identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.



Level 3: Foundation Certificate in Marketing

To earn the Foundation Certificate in Marketing, you must pass the mandatory module and one elective module. Each module can also be taken as a standalone to gain an award qualification.

About the programme

The CIM Level 3 Foundation Certificate equips you with the skills, knowledge and understanding to perform professionally when you are new to marketing. Meaningful assessments bring learning to life, reflecting the demands of the modern industry. In this programme, you will develop a good understanding of the wider role of marketing and how you can apply practical skills to future career progression.

Key outcomes

- Get a unique opportunity to blend practical skills with academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Network with and learn from other marketers
- Earn a globally recognised qualification

Entry requirements

Previous experience or marketing knowledge is not necessary. You can choose to study in a way that suits your requirements and availability. An evidence of achieving one of the following English language qualifications within the last two years is required if English is not your first language: IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above is required. CIM will consider other equivalent alternatives.

Duration

Each module will take 80-90 hours of notional learning time*. There are three assessment sessions per year within CIM qualification.

This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported self-study time

* Notional learning time is the amount of time taken on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria.

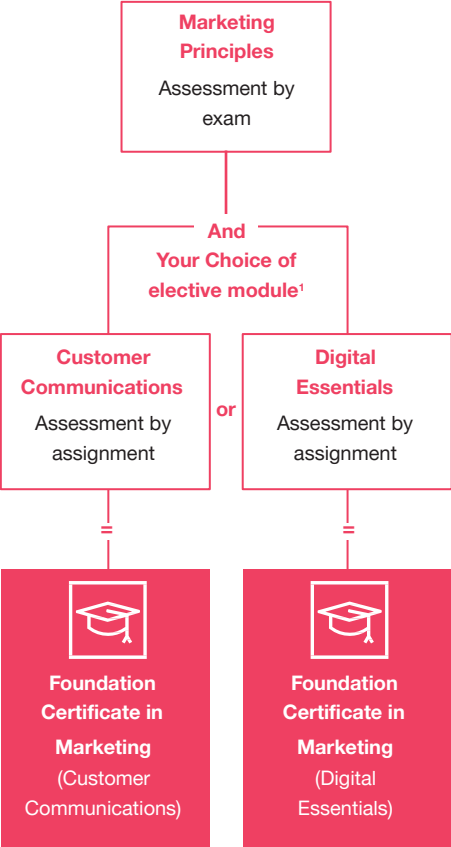
Qualification structure

CIM qualification pathways have been structured to reflect the need for a flexible and bite-sized approach for today's marketer.

Full qualification

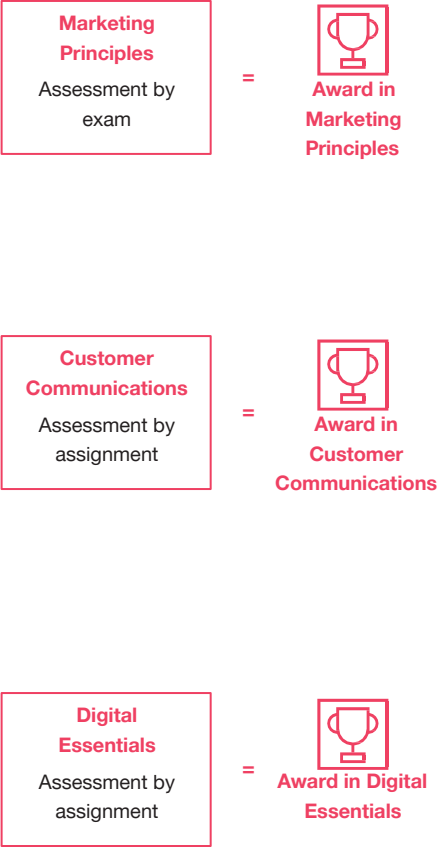
To earn the qualification, a pass in the mandatory module and **one** elective module is required.

One Mandatory module



Bite-sized award qualification

Each module can be achieved as a distinct, self-contained award qualification which can be built up to attain the Foundation Certificate in Marketing.



¹ Currently there are two elective modules available. This will be continually reviewed.

Level 4: Certificate in Professional Marketing

To earn the Certificate in Professional Marketing, you must pass two mandatory modules and one elective module. Each module can also be taken as a stand-alone to gain an award qualification.

About the programme

The CIM level 4 Certificate in Professional Marketing provides you with relevant contemporary marketing content to equip you for the current global landscape. Meaningful and active assessments bring learning to life, reflecting the demands of the modern marketing industry.

Upon successful completion of the Certificate in Professional Marketing, you will establish the knowledge, skill and understanding enabling you to perform effectively at an operational level within the workplace.

Key outcomes

- Get a unique opportunity to blend practical skills with academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Network with and learn from other marketers
- Earn a globally recognised qualification

Entry requirements

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

- CIM Level 3 Introductory Certificate in Marketing
- CIM Foundation Certificate in Marketing
- 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
- English language qualification within last two years if English is not your first language: IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above is required. CIM will consider other equivalent alternatives.

Duration

Each module will take 170 hours notional learning time*. There are three assessment sessions per year. This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported study time

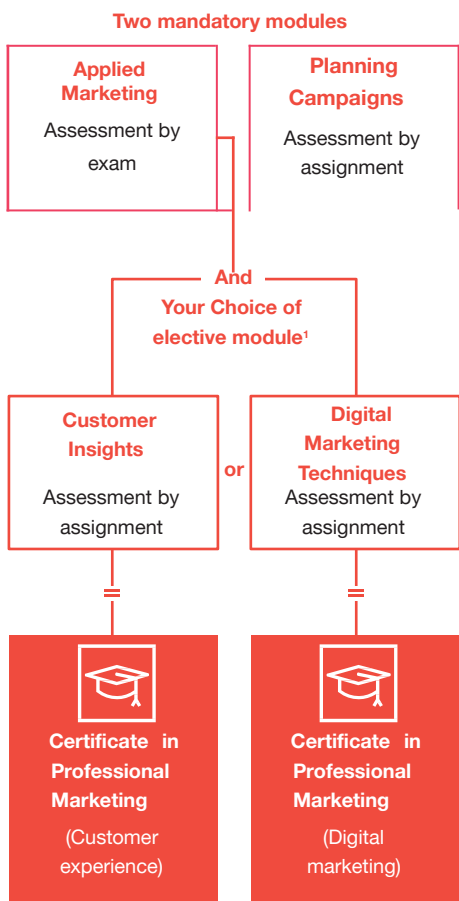
* Notional learning time is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria.

Qualification structure

Our CIM qualification pathways have been structured to reflect the need for a flexible and bite-sized approach for today's professional marketer.

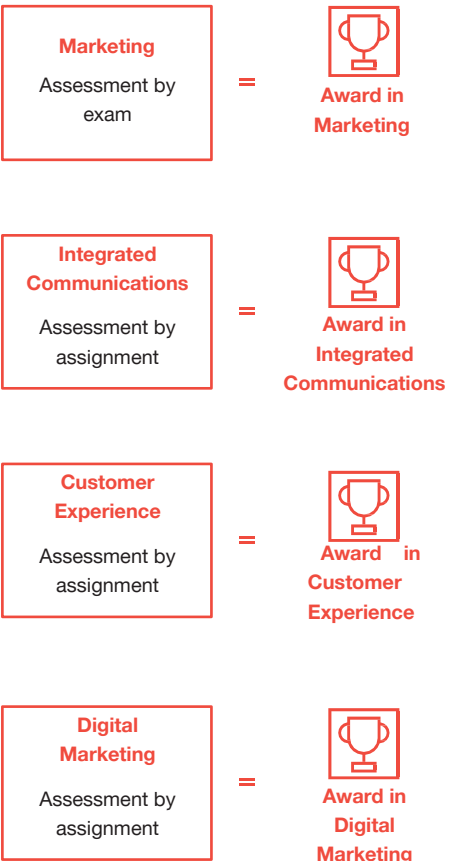
Full qualification

To earn the qualification, a pass in **both** mandatory modules and **one** elective module is required.



Bite-sized award qualification

Each module can be achieved as a distinct, self-contained award qualification which can be built up to attain the full certificate.



¹ Currently there are two elective modules available. This will be continually reviewed.

Level 6: Diploma in Professional Marketing

To earn the Diploma in Professional Marketing, you must pass three mandatory modules and one elective module. Each module can also be taken as a

stand-alone to gain an award qualification.

About the programme

The Diploma in Professional Marketing gives you the required knowledge, skills and understanding at management level to take a strategic approach to marketing planning. By understanding key marketing metrics and measurement techniques you will be able to interpret relevant insight and make informed strategic decisions.

Key outcomes

- Get a unique and practical career development experience
- Improve your global competitive advantage and increase your employability
- Expand your confidence, skills and competencies to influence at management level
- Keep up with the latest trends and stay ahead in your field
- Network with and learn from other marketers
- Earn a globally recognised qualification

Entry requirements

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

- CIM Professional Certificate in Marketing or CIM 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
- English language qualification within last two years if English is not your first language: IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above is required. CIM will consider other equivalent alternatives.

Duration

Each module will take 170 hours notional learning time*. There are three assessment sessions per year. This includes:

- Guided learning hours
- Practical and work-based learning
- Assessment preparation time
- Assessment time
- Supported study time

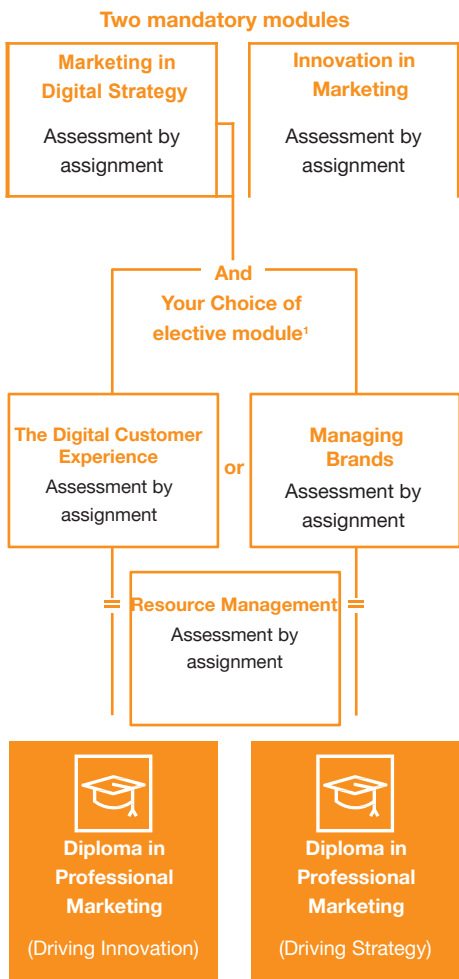
* Notional learning time is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria.

Qualification structure

Our CIM qualification and award pathways have been structured to reflect the need for a flexible and bite-sized approach for today’s professional marketer.

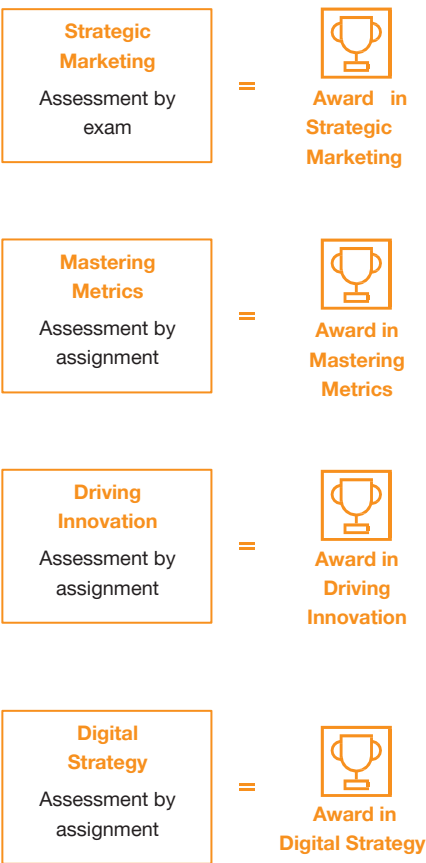
Full qualification

To earn the qualification, a pass in **both** mandatory modules and **one** elective module is required.



Bite-sized award qualification

Each module can be achieved as a distinct, self-contained award qualification which can be built up to attain the full diploma.



¹ Currently there are two elective modules available. This will be continually reviewed.

Level 6: Digital Diploma in Professional Marketing

To earn the Digital Diploma in Professional Marketing, you must pass all three mandatory modules. Each module can also be taken as a stand-alone to gain an award qualification.

About the programme

The Digital Diploma in Professional Marketing gives you the knowledge, skills and understanding at management level to take a strategic approach on digital marketing. By understanding how to improve the entire digital experience and optimise all channels, you will be able to gain valuable insights to make informed strategic decisions.

Key outcomes

- Get a unique and practical career development experience
- Improve your global competitive advantage and increase your employability
- Expand your confidence, skills and competencies to influence at management level
- Keep up with the latest trends and stay ahead in your field
- Earn a globally recognised qualification

Entry criteria

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

- CIM Professional Certificate in Marketing or CIM 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
- English language qualification within last two years if English is not your first language: IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above is required. CIM will consider other equivalent alternatives.

Duration

- Each module will take 170 hours of notional learning time*
- Notional learning time includes guided learning hours, practical and work-based learning, assessment preparation time, assessment time and supported self-study time.

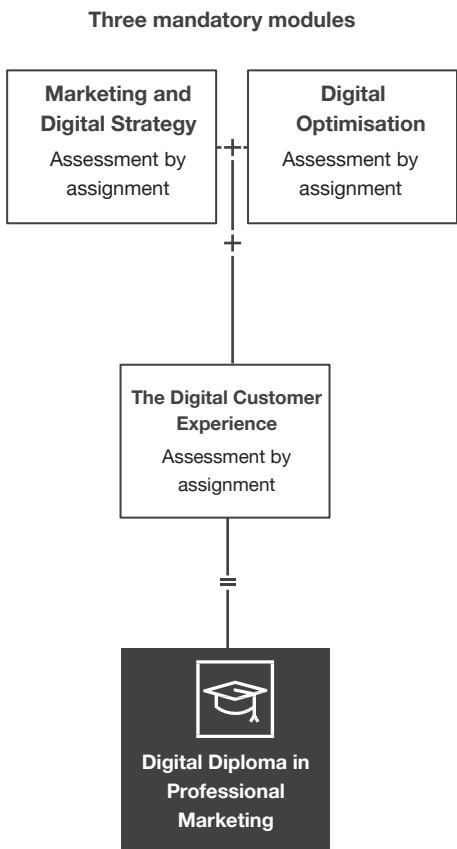
* Notional learning time is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria.

Qualification structure

Our CIM qualification and award pathways have been structured to reflect the need for a flexible and bite-sized approach for today’s professional marketer.

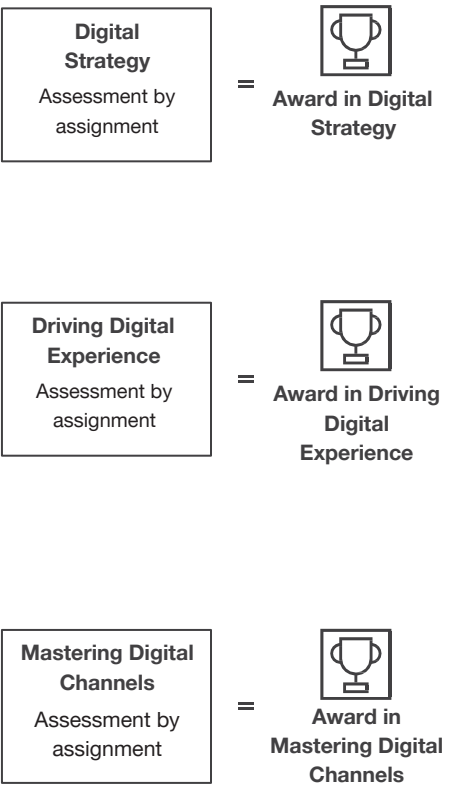
Full qualification

To earn the qualification, a pass in all **three** mandatory modules is required



Bite-sized award qualification

Each module can be achieved as a distinct, self-contained award or combined into the full qualification comprising of three mandatory modules.



Level 7: Marketing Leadership Programme

To achieve the CIM Marketing Leadership Programme a pass in both mandatory modules plus one elective module is required. Each module can be achieved as an individual award.

About the programme

Following extensive global, employer-led research, the CIM Marketing Leadership Programme has been developed to respond to both industry and individual needs within the marketing profession. The programme focuses on the skills and competencies required to fully develop the marketing professional into an advocate for leading change within a dynamic organisation.

Key outcomes

- Analyse the changing dynamics of an organisation's environment and identify both external and internal influences that are likely to become future drivers (e.g. Brexit, artificial intelligence, virtual reality, augmented reality, Big Data etc.)
- Critically assess the contribution of the challenges to the value creation of your organisation, apply strategic thinking and match it with organisational resources to support and deliver on business goals in a customer-oriented organisation
- Create, lead and implement a culture of change in your organisation
- Shape an effective and saleable consultancy proposition and develop your personal brand
- Create a sound and successful growth plan for yourself and your business

Entry criteria

Entry criteria are a combination of:

- Level 6 qualification held or a Bachelor's or Master's degree
- Career progression evident – past, present and future
- Experience working at marketing management level
- Scope of current role is sufficient to allow engagement with assessment tasks
- CIM Advanced Certificate in Marketing
- A minimum of five years experience working at senior marketing management level

If English is not your first language, you will need to demonstrate that you have achieved one of the following English Language qualifications in the last two years:

- IELTS Academic Modules with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade b or above.

CIM will consider other equivalent alternatives.

Duration

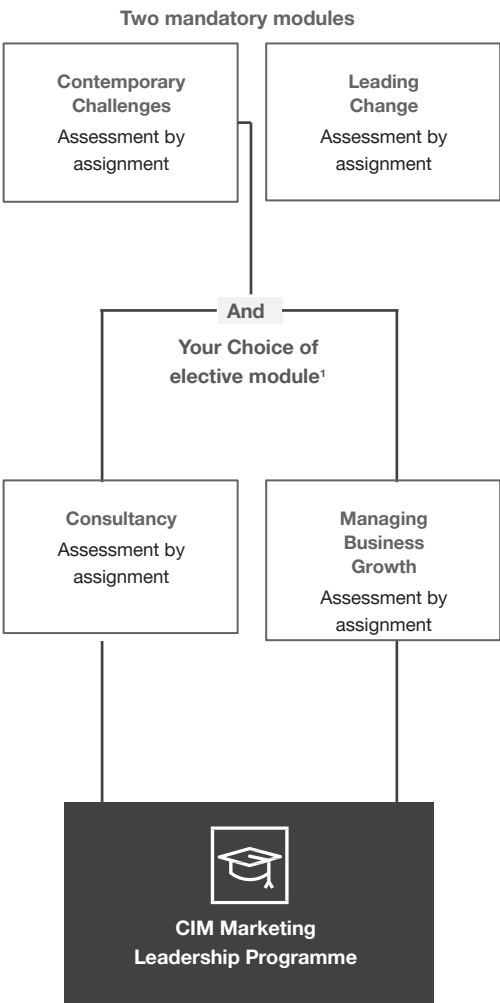
Research indicated that learners are looking for a programme that can be completed within 18 months. This would allow six months for each module of study.

The Total Qualification Time (TQT) is estimated at 6-10 hours per week, which equates to 200 hours per module. This includes both supported and independent learning.

Qualification structure

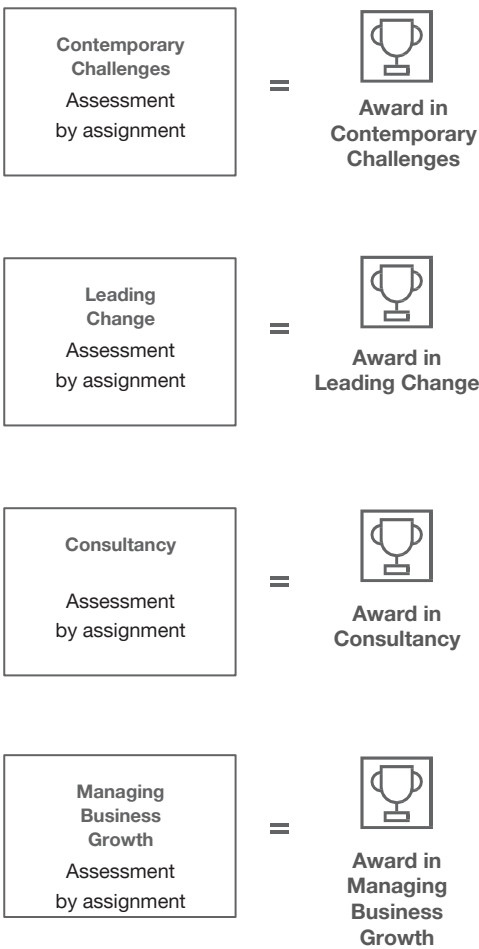
Full qualification

To earn the qualification, a pass in **both** mandatory modules and **one** elective module is required.



Bite-sized award qualification

Each module can be achieved as an individual award, which can be built up to attain the full postgraduate diploma.



¹ Currently there are two elective modules available. This will be continually reviewed.

Why choose PwC's Academy

At PwC's Academy our focus is to make sure candidates have all the knowledge, skills and training to become CIM qualified.

Our training programme PwC's

Academy CIM programme is taught by some of the best-qualified and experienced marketing lecturers. This expert team of lecturers have consistently helped students achieve excellent exam pass rates where best practice discussions of the best brands are a standard. We offer the highest number of face to face contact hours and a support structure that ensure the best in class delivery structure to become CIM qualified. Our training programme includes:

- A comprehensive training experience with almost 150 hours for Certificate and 180 hours for the Diploma programme
- An MBA-style pedagogy where classes are interactive in nature, based on case studies, group work and discussions of modern business practice tailored to the learning outcomes.
- Focused tutorial videos on assessments
- Access to student portal which includes the essential and recommended learning materials and ability to submit assessments
- One-to-one support to help candidates get through on their first time

Our trainers

At PwC's Academy, our foundation is a fantastic team of highly experienced trainers who have held leadership positions in marketing and also have extensive training experience in the Middle East.

Going the extra mile

At PwC's Academy, students will receive support and guidance throughout the qualification

- **Half hour club:** Trainers are available to answer questions or clear doubts on any topics candidates wish to discuss 30 minutes before/after class.
- **Tutorial videos:** These videos are designed to provide guidance on assessments and writing structure.
- **Additional support:** We regularly run support courses on various topics such as writing skills, structure planning assignments, etc. to help develop essential study skills. Our trainers and training consultants are also readily available to provide any additional support candidates may need outside the classroom.



“

The CIM qualifications has enabled me to apply the latest knowledge about marketing audits, disruptive business models and marketing communication across industries. The qualification also contributed to my professional reputation and credibility towards my current clients!

.....
Hendrik Verbrugghe





Contact us



Failan Saleem

Programme Leader – CIM

T: +971 (0)4 304 3046

E: mohamed.failan.saleem@pwc.com



Amna Salim

Manager – Client Relations

T: +971 (0)4 515 7495

E: amna.salim@pwc.com



Jouhaina Sarieddine

Corporate Training Analyst

T: +971 (0)4 304 3521

E: jouhaina.sarieddine@pwc.com

Follow us



PwCsAcademy MiddleEast



@PwCAcademy



PwCsAcademy MiddleEast



PwC_academy_me

pwcacademy-me.com

This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors.

© 2020 PricewaterhouseCoopers LLP. All rights reserved. PwC refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details

200219-150217-ND-OS