

NEW Chartered Post Graduate Diploma in Marketing 2011-2012

Who is the Professional Post Graduate Diploma in Marketing aimed at?

This qualification is for those who aspire to work, or who need greater awareness of working, at the *strategic* level. The student contributes research and insights in order to inform and influence strategic marketing decisions.

This course is a Level 7 qualification/equivalent to a Masters Degree. The Professional Post Graduate Diploma in Marketing is looking to build on the knowledge gained at Professional Diploma level. It is aimed at those students who are holding, or are aiming to gain, a strategic marketing management role in the future.

Why TKF

TKF's CIM programme, which is based at Wellawatte, is taught by some of Sri Lanka's best-qualified and experienced marketing lecturers headed by Failan Saleem. This expert team of lecturers has consistently helped students achieve well above the national average exam pass rates. At the TKF building there is extensive and well-equipped access to considerable on-line research and learning resources, and where best practice discussions of the best brands is a standard practice, all of which are available to you once you are start studying with us.

Since 2005 TKF has produced 46 Sri Lanka prize winners including Three World prizes for SMIP and SM, and for the first time in Sri Lanka produced the first 4A's student at the December 2007 exams. The first institutes to achieve over 90% pass mark for assignments beating UK and Sri Lanka and the first to achieve a 100% pass mark for MPP assignments in two consecutive sessions.

How long will the course run?

January 2012 to June 2012

June 2012 to December 2012

What are the course fees?

10,000 per module

18,000 for two modules

30,000 for four modules

We recommend students take only two assignments at a time

Are there any additional costs?

Each student will have to pay their own **CIM Annual membership** and **assignment submission fees** (see www.cim.co.uk for latest fees).

Students will be expected to purchase the recommended **text books**. This is not essential as TKF would be providing distilled knowledge.

Additional reading can be borrowed from your local library. CIM membership entitles you to log on to the CIM online library called EBSCO. Details of how to search for articles will be supplied by TKF

How is the course taught?

We teach using a blended learning package of elessons supported by email and tutorials delivered by experienced CIM lecturers. The e-lessons are available from TKF Marketing's Virtual Learning Environment, available end July.

What existing qualifications are required to take the course?

You must meet one or more of the following criteria:

- Applicants should possess a degree in a marketing subject
- The CIM Professional Diploma/Advanced Certificate in Marketing
- Six years' relevant, operational marketing experience three of which should be at a management level

Entry level is dependent upon the currency and relevance of your qualifications and experience.

Unit 1 – Emerging Themes

Students should be able to critically evaluate the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment. In addition, this unit will also help students to build and refine the skills necessary to anticipate and adapt to future changes. In undertaking a critical evaluation of the key themes, students should be able to take a strategic perspective of the impact of these themes at a sectoral or industry level, as well as upon the organisation they work for, or another one they know well. By the end of the unit, students should be able to critically assess and evaluate the significance of various emerging themes, 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, by the end of the unit students will have established strategies and mechanisms for anticipating future trends and emerging themes.

Note the syllabus includes the themes, but the actual content will be updated annually to reflect the one, two or three most influential recent developments based on.

Potential Macro-environmental emerging themes

Potential Meso-environmental emerging themes

Potential Micro-environmental themes

Unit 2 – Analysis & Decision

This unit consists of three parts: Strategic audit, Strategic options, and Making strategic marketing decisions. The overall purpose of the unit is to prepare students to undertake a strategic audit of an organisation, assess its capability and capacity to deliver the organisation's business and marketing strategy in a challenging, dynamic and diverse global market place, and to recommend a strategic option, or decision, based on a full critical evaluation of the various options available.

To achieve this aim, students will be expected to carry out the following:

First they will undertake a sophisticated strategic audit which will help to prioritise the key issues, opportunities and risks facing an organisation in meeting its future objectives. This will be based on a clear and detailed assessment of an organisation and its performance, and the issues and challenges it faces in creating and delivering best value. They will use their strategic audit of an organisation to generate strategic options and critically evaluate those options in respect of the key issues faced by the organisation.

Finally, after exploring the wide range of strategic options available to an organisation to meet its corporate and business strategy, students will need to recommend an option based on, and justified by, a critical evaluation of its suitability in the specific situation.

In doing the above, students should be able to undertake both qualitative and quantitative analysis of the relevant options and be able to make strategic marketing decisions based upon such analysis, justifying decisions and providing reasoned arguments for their recommendations.

Unit 3 – Marketing Leadership & Planning

The purpose of this unit is to enable students to develop effective high level strategic marketing strategies relating to an organisation's corporate and business strategic intent in the short, medium and long terms. Students should be able to analyse the corporate strategy, determine a range of high level marketing and relationship strategies, and demonstrate how these strategies will deliver an organisation's desire for growth and expansion, its changing stance on CSR, ethics and key strategic decisions.

The focus of this unit is on developing and delivering strategic marketing plans to support the delivery of an organisation's value proposition (not just the marketing function). In order to deliver effective, innovative and creative marketing plans, students must recognise the need to deliver sophisticated change management programmes, designed to enable an organisation to be increasingly flexible and responsive in meeting the changing requirements of the market place, balanced against the requirements of the corporate strategy. This will require students to consider the reasons for change and the types of change management plans that should be put in place.

Unit 4 – Managing Corporate Reputation

The strength and magnitude of an organisation's reputation represents the way in which a complex range of stakeholders perceive an organisation, entity or destination. All too often, a gap develops between the way an organisation intends to be seen and the reality, namely the way stakeholders actually perceive it. This can be due to a range of forces, some slow, foreseeable and manageable, and some sudden, unforeseen and relatively unmanageable. All can result in organisational underperformance, destabilisation, financial difficulties, leadership change, a fall in market valuation, and even difficulty in raising finance or recruiting the right personnel.

This unit

explores ways in which organisations can minimise the gap and avoid these potentially serious issues.

Broadly this unit is concerned with learning to manage in the following ways:

- Critically evaluate the way organisations develop their identities and some organisations use these to form images and assign reputational status
- Critically analyse the elements that contribute to the identity that an organisation projects to its stakeholders, sometimes through a corporate brand
- Critically evaluate linkage between how an organisation wants to be seen and how it is seen, namely corporate communications

Students will normally base their learning and development of these issues on an organisation.

Time Table

Professional Certificate in Marketing	Assessments	Day	Time
Marketing Essentials	E (Full)	Saturday	2.30-4.30
Assessing the Marketing Environment	E (Case Study)	Saturday	5.00-7.30
Marketing Information and Research	A	Sunday	11.00-1.30
Stakeholder Marketing	A	Sunday	2.00-4.30
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Managing Marketing	A	Saturday	2-4.30
Delivering Customer Value Through Marketing	E (Case Study)	Saturday	5-7.30
Project Management in Marketing	A	Sunday	2-4.30
Marketing Planning Process	A	Sunday	5-7.30
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Marketing Leadership & Planning	A	Friday	6-8.30
Analysis & Decision	E (Case Study)	Sunday	11.30-1.30
Emerging Themes	A	Sunday	2.15-4.15
Managing Corporate Reputation	A	Sunday	4.45-7.15

Fee Schedule

Stage	Number of Subjects	Tuition Fee per Subject in LKR
Professional Certificate in Marketing	One	8000
	Two	16,000
	Three	22,000
	Four	26,000
Professional Diploma in Marketing	One	10,000
	Two	18,000
	Three	24,000
	Four	30,000
Chartered Postgraduate Diploma in Marketing	One	10,000
	Two	18,000
	Three	24,000
	Four	30,000