

New Professional Diploma in Marketing 2011-2012

Who is the Professional Diploma in Marketing aimed at?

This course is a Level 6 qualification/equivalent to final year on an Honours Degree. The Professional Diploma in Marketing is aimed at marketers who are concerned with managing the marketing process at operational level and those who are looking to build on the knowledge gained at Professional Certificate level and those who are aiming at gaining a marketing management role in the future. To successfully study at this level you will need to have gained an understanding of the basic marketing principles and be able to gain access to your organisation's marketing campaigns. The assignments will draw on both of these key points.

You will gain the marketing skills you need to maximize on opportunities for your company, achieve an internationally recognised transferable qualification and become an Associate Member of the Chartered Institute of Marketing (ACIM). You will be able to write and implement an effective marketing plan allowing you to meet your organisation's targets.

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 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. TKF also achieved an average pass mark of 90% plus for assignments and 100% pass mark for MPP assignments for two consecutive sessions.

How long will the course run?

Jan 2012 to June 2012
June 2012 to Dec 2012

What are the course fees? (for course starting Jan 2012)

10,000 per module
18,000 for two modules
30,000 for all four modules

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 e lessons 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.

Where do I go next?

Once you have attained the CIM Professional Diploma you can then study with TKF for the CIM Professional Post Graduate Diploma in Marketing using the same convenient approach.

The Modules

Unit 1 – The Marketing Planning Process

This unit is designed to provide a detailed understanding of marketing planning, including the synergistic planning process and its links with the delivery of marketing strategy. It also considers a thorough assessment of the dynamic and complex nature of the marketing environment and its impact on developing marketing plans to achieve strategic outcomes and competitive advantage in the market place.

The unit includes significant consideration of segmentation, targeting and positioning, with a view to developing sophisticated approaches to targeting customers and the development of effective positioning strategies, all based upon a sound assessment of market segment opportunities and value.

By the end of this unit, students should be able to apply the concept of the marketing planning process to a variety of organisational contexts and sectors, and to account for their varying goals when developing marketing plans. They should be able to demonstrate their ability to relate the challenges posed by a dynamic marketing environment to the marketing planning needs of different organisations and to devise appropriate, innovative positioning strategies in response to environmental changes.

Unit 2 – Delivering Customer Value through Marketing

The unit's primary focus is the development and execution of marketing activities that have been designed to achieve customer satisfaction and meet organisational objectives, through effective marketing mix strategies which deliver stakeholder value.

The unit includes the development of the product portfolio, managing marketing channels, managing the communications mix and managing the service expectations of customers.

The unit examines the use of the marketing mix to achieve an organisation's corporate and marketing objectives, and to deliver marketing activities which reflect the desired positioning of the organisation's products and services in addition to its brand values.

By the end of the unit, students should be able to apply the marketing mix and determine strategies that deliver highly effective and competitive marketing activities that meet customer needs and organisational objectives, in different organisational

contexts and sectors. Students should be aware that the unit addresses marketing in the context of both domestic and international activities.

Unit 3 – Managing Marketing

The focus of this unit is about developing the marketer as a manager, including giving them the knowledge and understanding required to develop and manage the marketing infrastructure and the organisation's talent development, capability and capacity. This includes developing effective quality systems and processes to support compliance and approaches to measuring and monitoring marketing activities.

The unit also includes developing and managing marketing teams, which includes co-ordinating the human, financial and physical resources within the team effectively.

Finally, the unit includes developing a detailed understanding of managing the financial aspects of the marketing function and its associated activities in order to ensure that the financial performance of the function is consistent, reliable and effective.

By the end of this unit, students should be able to demonstrate how they would approach the management of the marketing function and its associated marketing teams, including effective resource and financial management.

Unit 4 – Project Management in Marketing

This unit will focus on the proactive development and delivery of a justified management process to support the initiation, implementation and control of marketing projects, including the use of research and information and preparing proposals and briefs to identify needs comprehensively.

The unit will also focus upon evaluating marketing project proposals and prioritising them on the basis of fit with market conditions, organisational capacity, competitor activity and strategic management, while concurrently managing the associated risk of implementing particular plans.

Ultimately, the unit will also cover the implementation of marketing proposals including an in-depth view of project management, but also integrating knowledge from the other units at this level.

By the end of this unit, students should be able to develop an effective business case within different organisational contexts and justify their project proposals in terms of fit with the marketing strategy, evaluation of risk and the effective use of organisational capacity and capability.

How do I apply?

Contact M Failan Saleem for an Application Form

I have more questions who do I contact?

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
Professional Diploma in Marketing			
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
Chartered Postgraduate Diploma in Marketing			
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