



معهد التدريب الوظيفي ش.م.م
Occupational Training Institute L.L.C

Delivering First class Training Since 1992



MARKETING QUALIFICATIONS

FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

TAKE CONTROL OF YOUR CAREER

Whatever stage you've reached in your career, CIM qualifications play a vital role in developing the skills and knowledge you need to excel and move forward. From the first principals of marketing to a postgraduate diploma in senior-level marketing strategy, these internationally recognised qualifications are essential to building a long and successful career.

ABOUT CIM

Chartered Institute of Marketing

The Chartered Institute of Marketing is the world's largest and most prestigious professional marketing body. For over 100 years, the CIM has been at the forefront of the profession, promoting best practice and defining cutting-edge marketing skills. In a fast-moving, constantly evolving field, the CIM is dedicated to sharing insights and raising standards.

For more information about the CIM, please visit <http://www.cim.co.uk>

CIM MEMBERSHIP

When you enroll on a CIM Course with Professional Academy you will need to register as a CIM Affiliate Member directly with the CIM. The benefits of being a CIM member include:

- access to CIM online learning resources, tools and templates
- subscription to The Marketer, the CIM's award-winning magazine for marketing professionals
- free mentoring, support and legal advice
- great networking opportunities at frequent events all over the UK
- start recording your Continuous Professional Development (CPD) and work towards Chartered Marketer status

003-MC- CIM Qualification



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MARKETING PATHWAYS

Carefully designed around the CIM syllabus, our courses deliver valuable accredited qualifications while developing invaluable real-world skills.

CHARTERED POSTGRADUATE DIPLOMA IN MARKETING - LEVEL 7

A two-stage qualification which develops a more strategic approach to marketing for those aspiring or already working at a senior level.

DIPLOMA IN PROFESSIONAL MARKETING - LEVEL 6

Building on the operational marketing knowledge and experience you have gained, this course will develop you for your future marketing management role

CERTIFICATE IN PROFESSIONAL MARKETING - LEVEL 4

If you are relatively new to marketing and want to learn the theoretical foundations then this course is ideal.

FOUNDATION CERTIFICATE IN MARKETING - LEVEL 3

For those who are interested in entering into a marketing career to gain a general overview of what marketing is

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FOUNDATION CERTIFICATE IN MARKETING - LEVEL 3

The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role. You will develop a good understanding of the wider role of marketing and see how your practical skills can be applied to future career progression.

Successful completion of the CIM Level 3 Foundation Certificate in Marketing will equip the student with the knowledge, skills and understanding to be able to carry out an essential and successful support-level marketing role within the workplace. Those who successfully achieve this qualification will be able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

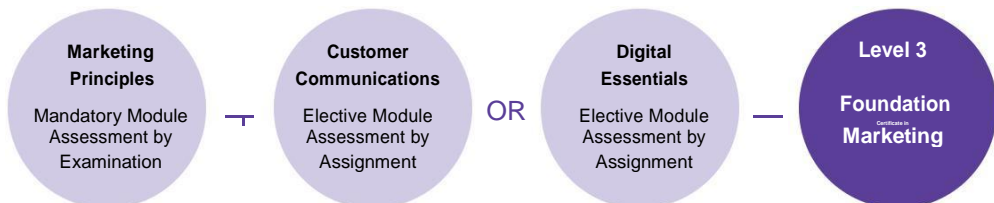
WHO IS IT FOR?

The Foundation Certificate in Marketing is aimed at those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career.

ENTRY REQUIREMENTS

It is not necessary to have any previous experience or knowledge of marketing and you can choose to study in a way that suits your requirements and availability. We do, however, ask that if English is not your first language, you provide us with evidence that you have achieved – within the past two years – either an IELTS Academic Module with an overall score of 6.5 (each component pass being at 6.0 or above) or the Cambridge Certificate of Advanced English at grade B or above. We are prepared to consider other equivalent alternatives.

QUALIFICATION STRUCTURE - CIM Level 3 Foundation Certificate in Marketing



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MODULE OVERVIEW

	Description
Marketing Principles - Mandatory	This module provides an understanding of the key concepts and terminology used in marketing. It also gives you a knowledge and understanding of the role and function of marketing within organisations and explores the factors that influence consumer behaviour. You will identify key components of the marketing environment and develop an appreciation of how to collect and use relevant information. The module outlines the concepts and elements which make up the marketing mix and shows you how they are applied in context
Customer Communications - Elective	This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. You will gain knowledge and understanding of the purpose and process of marketing communications and the range of tools available. You will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.
Digital Essentials - Elective	

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CERTIFICATE IN PROFESSIONAL MARKETING - LEVEL 4 FROM THE CHARTERED INSTITUTE OF MARKETING (CIM)

A practical insight into the principles and application of marketing at a tactical level, giving you the skills and knowledge to devise and execute marketing activities and gain marketing credibility.

QUALIFICATION OVERVIEW

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practicing marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry. Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

For more information about workshop dates please visit www.professionalacademy.com

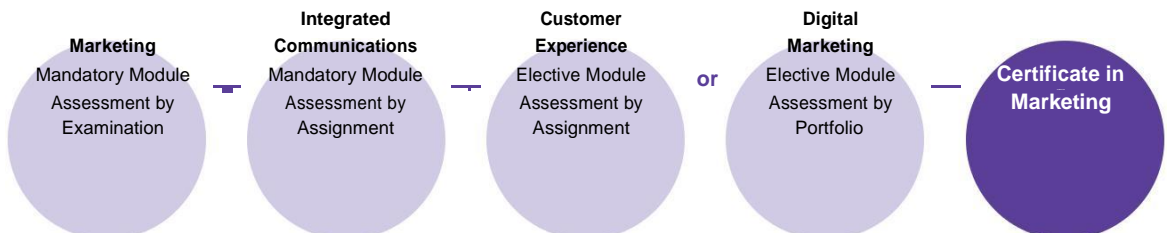
ENTRY REQUIREMENTS

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

- CIM Level 3 Introductory Certificate in Marketing qualification.
- 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.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with 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. CIM will consider other equivalent alternatives.

QUALIFICATION STRUCTURE - CIM Level 4 Certificate in Professional Marketing



The certificate qualification consists of three modules, two mandatory and one elective. Complete two mandatory modules and one elective module to achieve the full qualification.

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MODULE OVERVIEW

Module title	Description	Assessment
Marketing - Mandatory	This module provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.	Examination
Integrated Communications - Mandatory	This module provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.	Work-based assignment
Customer Experience - Elective	This module provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.	Work-based assignment
Digital Marketing - Elective	This module provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.	Portfolio

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DIPLOMA IN PROFESSIONAL MARKETING - LEVEL 6

Focuses on the theoretical aspects of marketing and the skills to manage the marketing function including channel management, stakeholder impact and product development.

QUALIFICATION OVERVIEW

The aim of the CIM Level 6 Diploma in Professional Marketing is to provide the practicing marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

Successful completion of the CIM Level 6 Diploma in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at a management level and to carry out an essential and successful professional marketing role within the workplace.

For more information about workshop dates please visit www.professionalacademy.com

ENTRY REQUIREMENTS

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

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 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.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above)

QUALIFICATION STRUCTURE - CIM Level 6 Diploma in Professional Marketing



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MODULE OVERVIEW

Module title	Description	Assessment
Strategic Marketing - Mandatory	This module recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision making. The module outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enable the achievement of strategic marketing objectives.	Examination
Mastering Metrics - Mandatory	This module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making.	Work-based assignment
Driving Innovation - Elective	This module focuses on how an understanding of the relationship between marketing and entrepreneurship can enable organisations to deliver compelling marketing solutions. It presents the key factors in building and nurturing innovation throughout the organisation	Work-based assignment
Digital Strategy - Elective	This module outlines how an understanding and analysis of the macro- and micro-environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.	Portfolio

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CHARTERED POSTGRADUATE DIPLOMA IN MARKETING - LEVEL 7

A strategically focused qualification enabling you to influence and contribute to an organisation's customer orientation, competitive strategy, and manage the organisation's marketing activities.

The Chartered Postgraduate Diploma in Marketing is a challenging, two-stage marketing qualification that provides a route to Chartered Marketer status.

WHO IS IT FOR?

Marketers who have gained significant level of marketing knowledge and experience. Focusing on strategic marketing management it is ideal for marketers aspiring or already working at strategic management level.

ENTRY REQUIREMENTS

Stage 1 - As a minimum, the following qualifications and experience are recommended as a prerequisite for entry:

- Professional Diploma in Marketing (either the 2003 or 2009 syllabus) or the Advanced Certificate in Marketing

or

- a business or marketing Bachelors or Masters degree (or an equivalent qualification) where a minimum of half of the credits come from marketing

and

- senior marketing management work experience that provides evidence you can meet the CIM Professional Diploma in Marketing learning outcomes and can pass this qualification's entry test.

Stage 2

- Successful completion of Stage 1 or a previous version of the CIM Professional Postgraduate Diploma in Marketing.

If English is not your first language, evidence of at least IELTS level 6.5 or Trinity ISE III/IV will also be required.

WHAT WILL YOU LEARN?

By the end of this qualification you should be able to:

- make the transition into strategic marketing management
- work more cross-functionally at a senior management level
- make a significant contribution towards the organisation's corporate and business strategy
- contribute to board decisions
- demonstrate a high level of leadership and influence.

HOW LONG WILL IT TAKE?

There are four hand-in/exam dates a year and you can begin your studies at any time. For Stage 1 the four modules, studied as the complete learning package, which combines a two-day workshop for each of the modules with supported learning will typically take around one year to complete.

Stage 2 is studied through supported learning and the majority of students will take between 12-18 months to complete the work-based project.

You can choose to study at a faster or slower pace to suit your requirements and we commit ourselves to support all our students for up to a maximum of two years for each stage.

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STAGE 1 OVERVIEW

Module title	Description
Emerging Themes	Marketing is a dynamic discipline constantly innovating and adapting to changes at both global
Analysis and Decision	You will gain an understanding of how to undertake a strategic audit of an organisation, and recommend strategic decisions, based on a full critical evaluation of the options available. It is divided into three parts: the strategic marketing audit, strategic options, and making strategic marketing decisions.
Marketing Leadership and Planning	You will learn how to develop high level marketing strategies that incorporate the organisation's business and corporate strategic intent in the short, medium and long term. You will consider how strategies impact the organisation as a whole and what considerations need to be made.
Managing Corporate Reputation	Corporate reputation is a rapidly emerging subject that draws together different strands of an organisation's activities in order that the corporate body be perceived positively. It is also important due to prevailing market conditions forcing more organisations to reconsider their use of resources and the way they compete in tight markets.

STAGE 2 OVERVIEW

Module title	Description	Assessment
Leading Marketing	Developing the professional skills and competencies required to implement research and business projects successfully. Part of the process is to evaluate the role of these skills in the project, and whether the project successfully achieved the intended objectives.	Work-based assignment



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