



CIM Level 6 Diploma in Sustainable Marketing

RUSHMORE BUSINESS SCHOOL

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f i y t i n

Background

The CIM Level 6 Diploma in Sustainable Marketing has been developed following extensive employer-led research across a range of sectors and size of organisation; qualification providers; academics and students.

The qualification

The CIM Level 6 Diploma in Sustainable Marketing is designed to offer progression from all CIM Level 4 qualifications and also links with the Level 6 Diploma in Professional Digital Marketing and Level 6 Diploma in Professional Marketing.

Successful completion of the CIM Level 6 Diploma in Sustainable 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.

To achieve the CIM Level 6 Diploma in Sustainable Marketing, a pass is required in each of the three modules. The qualification has been structured to reflect the need for a flexible and bitesize approach for today's professional marketer. Each module can be achieved as a distinct, self-contained Award qualification.

Who is it for?

The CIM Level 6 Diploma in Sustainable Marketing is aimed at marketers working in an operational, supervisory or management role who wishes to develop their knowledge and skills around how marketing can lead and support the business in responding to the sustainability challenges we face.

The candidate will typically be working in a managerial or operational role within an organisation concerned with leading the way business responds to sustainability challenges and are keen to drive and effect real change. The organisation may be looking to develop, or already implementing a sustainable response through or using the marketing function as a critical driver.

Some typical job titles include marketing manager, marketing and communications manager, corporate communications manager, product manager and brand manager.

STUDY MODE

Full Time / Part Time

DURATION

1 Year

TUITION FEES (RS)

125,000

(Tuition fees excluding Registration Fees and Assessment payable to CIM)

ENTRY REQUIREMENTS

CIM Level 4 Professional Certificate in Marketing

OR

CIM Level 4 Certificate in Professional Marketing

OR

CIM Level 4 Certificate in Professional Digital Marketing

OR

any relevant Level 4 Qualification

HOW TO APPLY

Complete and submit the attached application form along with:

- two passport photos,
- a copy of your national ID
- a copy of your birth certificate
- copies of all your academic transcripts and certificates
- an application fee of Rs 1000

Your application may be submitted in person at Rushmore Business School's Registry

or

You may send us a scanned or electronically-filled copy of your application (along with the relevant documents) and settle the application fee via bank transfer.

Awarding Institution

Chartered Institute of Marketing (UK)

Learning Outcomes

Upon successful completion of this course, graduates will be able to:

- Understanding the sustainability landscape and its wider concepts; what it means for business and society;
- Assess the organization's greater purpose (including societal commitment), and the role of marketing in achieving sustainability now and in the future;
- Determine an appropriate customer focused approach to the sustainability challenge;
- Evaluate ways to collaborate and co-create with stakeholders to deliver change;
- Determine the resource required to effect change and deliver long term value driven and profitable solutions;
- Create an action plan

Course Structure

Modules

- Marketing and Digital Strategy
- Innovation in Marketing
- Sustainability

