

# Entry Points Policy 2010

**Issued July 2010 (version 27)**

If the policy states a degree has entry to the Chartered Postgraduate Diploma, accredited CIM study centres should treat the degree as the qualification criterion for stage one of the Chartered Postgraduate Diploma. The work experience requirement must still be met for this level.

Entry points have been adjusted to match the entry criteria for the new CIM syllabus at all levels (this may mean that some degrees have had their entry point adjusted downwards).

## **About this policy**

Any UK and international universities who have applied for and been granted entry points for their qualifications onto The Chartered Institute of Marketing (CIM) professional qualifications are included in this policy. The Policy lists qualifications that have been awarded entry to the CIM Chartered Postgraduate Diploma in Marketing or to the Professional Diploma in Marketing.

## **Who will benefit?**

### **Potential CIM students**

This Policy will be of help for those already holding degree qualifications and wishing to establish whether their degree meets the entry criterion for entry onto either the CIM Chartered Postgraduate Diploma in Marketing or to the Professional Diploma in Marketing.

### **UK and international institutions**

This policy is of benefit to institutions who have been awarded an entry point for their qualification(s) onto CIM qualifications as this should increase attractiveness of their degree offering to potential students. Institutions not included in this list and wishing to submit their qualifications for consideration should contact the CIM Education Department directly.

### **CIM Accredited Study Centres**

This policy may be used as guidance whilst recruiting onto CIM courses.

INSTITUTION

CIM ENTRY POINT

<b>ABERYSTWYTH UNIVERSITY</b>	
<b>Single &amp; Major Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>Joint Hons Marketing</b> (with MM30220 Marketing Research, MM30420 International Marketing, MM30520 Marketing Communications, MM31420 Consumer Behaviour options) (without these options)	Chartered Postgraduate Diploma in Marketing  Professional Diploma in Marketing
<b>MSc Advanced Marketing (Research Training or Specialist)</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

ASTON UNIVERSITY	
<b>BSc Hons Management and Strategy</b> (with Marketing specialism in Year 4, must include Marketing Strategy, and Marketing Communications)	Professional Diploma in Marketing
<b>BSc Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>BSc Hons Business &amp; Management</b> (must take 4 marketing electives in Year 2 & 4 marketing electives in Year 4)	Professional Diploma in Marketing
<b>BSc Hons International Business &amp; Management</b> (must take 3 marketing electives in Year 2 & 3 marketing electives in Year 4)	Professional Diploma in Marketing
<b>MSc Marketing Management</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>AUSTRALIA</b>	
<b>UNIVERSITY OF TECHNOLOGY, SYDNEY</b>	
<b>Master of Business in Marketing</b> <b>Graduate Diploma in Marketing</b> (both must have Marketing Communications option 24736)	Chartered Postgraduate Diploma in Marketing Professional Diploma in Marketing
<b>Master of Business in International Marketing</b> (with Marketing Communications option 24736)	Professional Diploma in Marketing
<b>QUEENSLAND UNIVERSITY OF TECHNOLOGY</b>	
<b>Bachelor of Business (Marketing)</b> <b>Bachelor of Business (Advertising)</b> <b>Bachelor of Business (Public Relations)</b>	Chartered Postgraduate Diploma in Marketing Professional Diploma in Marketing Professional Diploma in Marketing
<b>Master of Business (Marketing)</b> <b>Master of Business (Strategic Advertising)</b> <b>Master of Business (Public Relations)</b>	Chartered Postgraduate Diploma in Marketing Chartered Postgraduate Diploma in Marketing Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

BATH UNIVERSITY	
<p><b>BA Hons Business Administration</b>                      With two marketing dept industrial placements Yrs 2 &amp; 3                      Also with options: MN20015 Market Analysis,                      MN20016 Marketing, MN20034 Marketing Communications,                      MN30036 Brand Communication, MN30105 Consumer                      Behaviour, MN30109 Business to Business Marketing,                      MN30372 Ethical Issues in Marketing</p>	<p>Chartered Postgraduate Diploma in Marketing</p>
<p><b>BA Hons International Management &amp; Modern Languages</b>                      With MN20015 Market Analysis, MN20034 Marketing                      Communications, MN30036 Brand Communication,                      MN30109 Business to Business Marketing,                      MN30372 Ethical Issues in Marketing</p>	<p>Professional Diploma in Marketing</p>

INSTITUTION

CIM ENTRY POINT

<b>BATH SPA UNIVERSITY</b>	
<b>BA Hons Business and Management (Marketing Major only)</b>	Professional Diploma in Marketing
<b>UNIVERSITY OF BIRMINGHAM</b>	
<b>MSc Marketing</b> (with Marketing Communications elective)	Chartered Postgraduate Diploma in Marketing
<b>MSc Marketing Communications</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Strategic Marketing &amp; Consulting</b> (with Marketing Communications elective)	Chartered Postgraduate Diploma in Marketing
<b>MSc International Marketing</b> (with Marketing Comms, and Contemporary Issues in Marketing electives)	Chartered Postgraduate Diploma in Marketing

INSTITUTION	CIM ENTRY POINT
<b>BIRMINGHAM CITY UNIVERSITY</b>	
<b>BA Hons Business &amp; Marketing/BA Hons Business Psychology &amp; Marketing/BA Hons Marketing &amp; Management/BA Hons Marketing &amp; Business Law</b> (Marketing Pathway included, together with Level 5 module Marketing Research)	Professional Diploma in Marketing
<b>BA Hons Marketing &amp; HRM/BA Hons Marketing &amp; Economics</b> (Marketing Pathway included, and must have any ONE of the Level 6 Marketing modules – <i>either</i> Selling & Sales Management <i>or</i> CRM)	Professional Diploma in Marketing
<b>BA Hons Business &amp; Advertising/BA Hons Business Psychology &amp; Advertising/BA Hons Advertising &amp; Management/BA Hons Advertising &amp; Business Law</b> (Advertising Pathway included, together with Level 5 module Marketing Research)	Professional Diploma in Marketing
<b>BA Hons Advertising &amp; HRM/BA Hons Advertising &amp; Economics</b> (Advertising Pathway included, and must have any ONE Level 6 Marketing option – <i>either</i> Creative Industries Marketing <i>or</i> Digital Marketing)	Professional Diploma in Marketing
<b>BA Hons Business &amp; PR/BA Hons Business Psychology &amp; PR/BA Hons PR &amp; Management/BA Hons PR &amp; Business Law</b> (Public Relations Pathway included, together with Level 5 module Marketing Research)	Professional Diploma in Marketing
<b>BA Hons PR &amp; HRM</b> (Public Relations Pathway included, and must have Any ONE Level 6 Marketing option – <i>either</i> Creative Industries Marketing <i>or</i> Digital Marketing)	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>BOLTON UNIVERSITY</b>	
<p><b>BA Hons Business Management/BA Hons Bus Management (Mktg)</b>                      Year 2 MKT2500 International Mktg, MKT2501 Mktg Comms: Year 3                      MKT3001 Mktg Mgt, MKT3002 Mktg Strategy, MKT3003 Buying Behaviour,                      and the Project OR Investigative Study must be based on Marketing</p>	<p>Chartered Postgraduate Diploma in Marketing</p>
<b>BOURNEMOUTH UNIVERSITY</b>	
<p><b>BA Hons Marketing</b>                      (with Interactive Media Strategies)</p>	<p>Chartered Postgraduate Diploma in Marketing</p>
<p><b>BA Hons International Marketing</b>                      (with Interactive Media Strategies)</p>	<p>Chartered Postgraduate Diploma in Marketing</p>
<p><b>BA Hons Advertising &amp; Marketing Communications</b></p>	<p>Chartered Postgraduate Diploma in Marketing</p>
<p><b>MA Marketing Communications</b></p>	<p>Chartered Postgraduate Diploma in Marketing</p>

INSTITUTION

CIM ENTRY POINT

<b>BRUNEL UNIVERSITY</b>	
<b>BSc Hons Business and Management (Marketing)</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Corporate Brand Management</b>	Chartered Postgraduate Diploma in Marketing
<b>BUCKINGHAMSHIRE NEW UNIVERSITY</b>	
<b>BA Hons Music Management, Branding &amp; Promotion</b>	Chartered Postgraduate Diploma in Marketing
<b>CARDIFF UNIVERSITY</b>	
<b>BSc Business Management (Marketing)</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Strategic Marketing</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>CASS BUSINESS SCHOOL, CITY UNIVERSITY</b>	
<b>BSc Hons Business (Marketing stream)</b>	Chartered Postgraduate Diploma in Marketing
<b>UNIVERSITY OF CENTRAL LANCASHIRE</b>	
<b>BA Hons Marketing</b>	Professional Diploma in Marketing
<b>COVENTRY UNIVERSITY</b>	
<b>BA Hons Marketing Management BA Hons Advertising &amp; Business BA Hons Advertising &amp; Marketing BA Hons Business &amp; Marketing BA Hons Marketing &amp; Accounting</b>	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing Management MA Strategic Marketing Management MSc International Marketing MA Advertising &amp; Marketing</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>CRANFIELD UNIVERSITY</b>	
<b>MSc Strategic Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>CYPRUS</b>	
<b>P.A. COLLEGE</b>	
<b>Bachelor of Business Administration (Hons)</b> (with SIX marketing electives in Year 3, and EIGHT marketing electives in Year 4)	Professional Diploma in Marketing
<b>DERBY UNIVERSITY</b>	
<b>BA Hons Marketing</b> <b>BA Hons Marketing &amp; Advertising Management</b> <b>BA Hons International Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Marketing</b> <b>MSc Marketing &amp; Advertising</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION	CIM ENTRY POINT
<b>DUBAI</b>	
<b>UNIVERSITY OF WOLLONGONG IN DUBAI</b>	
<b>Masters in Strategic Marketing (with elective TBS 903 Managing People in Organisations)</b>	Chartered Postgraduate Diploma in Marketing
<b>B.Commerce (Marketing)</b>	Chartered Postgraduate Diploma in Marketing
<b>DURHAM UNIVERSITY</b>	
<b>Executive MBA</b> (with core module Managing in the Competitive Environment, plus 5 electives: International Marketing, Managing Marketing Communications, Managing Social Marketing Campaigns, Quantitative Marketing Research, and Strategic Marketing)	Chartered Postgraduate Diploma in Marketing
<b>Full Time MBA</b> Managing in the Competitive Environment, plus 5 electives: International Marketing, Managing Marketing Communications, Managing Social Marketing Campaigns, Quantitative Marketing Research, & Strategic Mktg)	Chartered Postgraduate Diploma in Marketing
<b>Distance Learning MBA</b> Managing in the Competitive Environment, plus 5 electives: International Marketing, Managing Marketing Communications, Managing Social Marketing Campaigns, Quantitative Marketing Research, & Strategic Mktg)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF EAST ANGLIA	
<b>BSc Hons Business Management</b>	Professional Certificate in Marketing
<b>Master of Business Administration</b> – MBA General, Executive MBA, Strategic Carbon MBA, MBA Financial Services, MBA Science & Technology	Professional Certificate in Marketing
<b>MSc Programmes</b> – International Human Resource Management, Strategic Supply Chain Management, International Accounting & Financial Management	Professional Certificate in Marketing
<b>MSc Marketing</b> Four options are required from this list, MA04 Behavioural Aspects of Marketing, MA06 Interactive Marketing, MA08 International Marketing, MA22 Marketing Management of New Products. Also a Marketing Dissertation  Without a Marketing Dissertation	Chartered Postgraduate Diploma in Marketing  Professional Diploma in Marketing
<b>MSc Business Management</b> Four options are required from this list, MA04 Behavioural Aspects of Marketing, MA06 Interactive Marketing, MA08 International Marketing, MA22 Marketing Management of New Products. Also a Marketing Dissertation  Without a Marketing Dissertation	Chartered Postgraduate Diploma in Marketing  Professional Diploma in Marketing

**INSTITUTION**

**CIM ENTRY POINT**

<b>EAST LONDON UNIVERSITY</b>	
<b>BA Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Marketing Communications</b> <b>MSc International Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>EDGE HILL UNIVERSITY</b>	
<b>BSc Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing Communications</b>	Chartered Postgraduate Diploma in Marketing
<b>BSc Hons Business Management (Marketing)</b>	Professional Diploma in Marketing
<b>EDINBURGH NAPIER UNIVERSITY</b>	
<b>BA Hons Communication, Advertising &amp; Public Relations</b>	Professional Diploma in Marketing
<b>GLAMORGAN UNIVERSITY</b>	
<b>BA Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>FRANCE</b>	
<b>GRENOBLE ECOLE DE MANAGEMENT</b>	
<b>MSc Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>UNIVERSITY OF GLOUCESTERSHIRE</b>	
<b>BA Hons Marketing, Advertising and Communications</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing Management &amp; Branding</b> (with Year 2 options: MM207 Brand Communications, MM206 Marketing Research & Analysis, and with Year 3 options: MM308 Customer Relationship Marketing, MM331/333 Dissertation, plus ONE other Year 3 marketing option of choice)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

HERIOT-WATT UNIVERSITY	
<p><b>MA/BA in Management (with Marketing, or Human Resource Management, or Operations Management, or Business Law) and MA/BA International Management</b>                      (with THREE marketing modules in Year 3, and any ONE marketing module from Year 4, plus Year 4 marketing dissertation)</p>	<p>Professional Diploma in Marketing</p>
<p><b>MA/BA Business and Finance</b></p>	<p>Professional Certificate in Marketing</p>
<p><b>MSc Marketing</b></p>	<p>Chartered Postgraduate Diploma in Marketing</p>
UNIVERSITY OF HERTFORDSHIRE	
<p><b>BA Hons Business Studies</b>  <b>BA Hons Business Administration</b>                      Both degrees must have marketing specialist options in years 2 &amp; 3, including Market &amp; Social Research, and EITHER Managing Media &amp; Communications OR Marketing Communications</p>	<p>Chartered Postgraduate Diploma in Marketing</p>
<p><b>BA Hons Marketing</b>  <b>Marketing Major</b></p>	<p>Chartered Postgraduate Diploma in Marketing                      Chartered Postgraduate Diploma in Marketing</p>

INSTITUTION

CIM ENTRY POINT

HONG KONG	
<b>HONG KONG BAPTIST UNIVERSITY</b>	
<b>Bachelor of Business Administration (Hons) Marketing Major</b> (with Marketing Communications elective)	Professional Diploma in Marketing
<b>Bachelor of Business Administration (Hons) China Business Studies Major</b> (with three electives: MKT3620 Customer Relationship Marketing, MKT3830 Global Marketing, MKT3840 Business to Business Marketing, and MKT3860 Services Marketing)	Professional Diploma in Marketing
<b>Master of Business Administration</b> (with options Management of Marketing Communications, plus Strategic Marketing or Seminar in Marketing)	Professional Diploma in Marketing
<b>Bachelor of Commerce in Marketing (top up programme)</b> <b>2009 intake and previously</b> <b>2010 intake: students must take EIGHT marketing electives:</b> MKT 3310 Marketing Communications, MKT 3410 Marketing for Social Enterprise, MKT 3610 Marketing in Computer-Mediated Environments, MKT 3620 Customer Relationship Management , MKT 3630 Brand Management , MKT 3700 Event Marketing, MKT 3810 Sales Management, MKT 3820 Retailing, MKT 3840 Business to Business Marketing, MKT 3850 Marketing in China, MKT 3860 Services Marketing, MKT 3880 Qualitative Market Research	Professional Diploma in Marketing  Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>CITY UNIVERSITY OF HONG KONG</b>	
<b>Bachelor of Business Administration (Hons) in Marketing</b> (with four marketing electives, including Integrated Marketing Communications, and Relationship Marketing)	Professional Diploma in Marketing
<b>Bachelor of Business Administration (Hons) in China Business</b>	Professional Certificate in Marketing
<b>MSc Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>HANG SENG SCHOOL OF COMMERCE</b>	
<b>Associate of Business Administration (Marketing)</b>	Professional Certificate in Marketing
<b>HONG KONG COMMUNITY COLLEGE</b>	
<b>Associate in Business Administration – Marketing Theme</b>	Professional Certificate in Marketing

INSTITUTION

CIM ENTRY POINT

<b>LINGNAN UNIVERSITY</b>	
<b>Bachelor of Business Administration (Marketing)</b>	Professional Certificate in Marketing
<b>HONG KONG POLYTECHNIC UNIVERSITY</b>	
<b>Bachelor of Business Administration (Hons) Global Supply Chain Management (with Marketing Minor)</b>	Professional Certificate in Marketing
<b>Bachelor of Business Administration in Marketing</b> With <b>eight</b> marketing credits from: Further Marketing Research, Retailing & Merchandising, Internet Marketing, Business to Business Marketing, Marketing Management in China, Market Decision Analysis, Marketing Symposium, Services Marketing, Strategic Brand Management, Marketing Project	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>HONG KONG POLYTECHNIC UNIVERSITY (SPEED)</b>	
<p><b>BA Marketing &amp; Public Relations</b>            Provided the Higher Diploma or Associate Degree for entry to this degree is in Marketing, and provided the students take FIVE Marketing electives from: Marketing for Service Professionals, Advanced Marketing Research, Strategic Marketing for Travel &amp; Tourism Industry, Strategic Cause Marketing, and Global Marketing)</p>	Chartered Postgraduate Diploma in Marketing
<b>INSTITUTE OF VOCATIONAL EDUCATION – CHAI WAN</b>	
<b>Higher Diploma in Advertising &amp; Global Brand Management</b>	Professional Diploma in Marketing
<b>INSTITUTE OF VOCATIONAL EDUCATION – MORRISON HILL</b>	
<b>Higher Diploma in Business Promotion &amp; Design</b>	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF KENT	
<b>Bachelor of Business Administration (Marketing)</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing (due to start in 2011)</b> (with 11 Marketing modules from across years 2 & 3)	Chartered Postgraduate Diploma in Marketing
<b>MSc Management (Marketing)</b>	Professional Diploma in Marketing
KINGSTON UNIVERSITY	
<b>MA Marketing/MA Marketing with English</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>LANCASTER UNIVERSITY</b>	
<b>BSc Hons Marketing/BSc Hons Marketing (North America/Australasia)/BSc Hons Marketing Management</b> With options MKTG 213 Advertising Management & Advertising Theory, MKTG 316 Advanced Topics in Consumer Behaviour, and MKTG 317 Brand Strategy	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Advertising &amp; Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Advanced Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Management &amp; Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>LEEDS METROPOLITAN UNIVERSITY</b>	
<b>BA Hons Marketing/BA Hons Marketing &amp; Advertising Management</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>UNIVERSITY OF LEICESTER</b>	
<b>BA Hons Management Studies</b>	Professional Certificate in Marketing
<b>MSc Marketing (full time/distance learning)</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Management</b>	Professional Certificate in Marketing
<b>MSc Finance</b>	Professional Certificate in Marketing
<b>Master of Business Administration</b>	Professional Certificate in Marketing
<b>UNIVERSITY OF LIVERPOOL</b>	
<b>BA Hons Marketing</b>	Professional Diploma in Marketing
<b>BA Hons Business Studies</b> Must take all specified marketing options	Professional Diploma in Marketing
<b>Master of Business Administration (Marketing)</b> Must take four marketing options, which include MABA 204 Consumer Behaviour, ULMS 717 Corporate Communications	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

LIVERPOOL JOHN MOORES UNIVERSITY	
<b>BA Hons Media, Cultural Studies &amp; Marketing</b> (provided marketing option is taken in Year 2)	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing</b> (with options LBSMK2004 Services Marketing, LBSMK2005 Retail Marketing, and LBSRE2030 Marketing Research Methods)	Chartered Postgraduate Diploma in Marketing  Without one of these options, entry to Professional Diploma in Marketing
<b>BA Hons Business Studies or BA Hons Business Management</b> (with Marketing route in Year 3, plus the option LBSFI3038 Marketing Analysis Research, plus Year 3 Project is based on Marketing)	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>LONDON METROPOLITAN UNIVERSITY</b>	
<b>BA Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Advertising &amp; Marketing Communications</b> Must include MK3001 Marketing Planning & Control option	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Public Relations</b> Need to pass the following six options: MK2E01 Marketing, MK2003 Marketing Research 1, MK2007 Retail Marketing, MK305 Services Marketing, SM3007 Managing New Media Products, and one other marketing option from Year 3	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing</b> Must include one of the following modules: Brand Equity, Buyer Behaviour, Contemporary Issues in Marketing, Business to Business Marketing, New Product Development, Service Sector Marketing, Financial Communication/Disclosure	Chartered Postgraduate Diploma in Marketing
<b>MA International Marketing Communications</b> Must take International Brand Management, PLUS two of the following: International Marketing & Communications, Public Relations, International Advertising, Internet Marketing Communications, Sponsorship	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>LONDON SOUTH BANK UNIVERSITY</b>	
<b>BA Hons Marketing</b> <b>BA Hons Marketing Major</b> <b>BA Hons Marketing Joint</b>	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing</b> <b>MSc International Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MALAYSIA</b>	
<b>UNIVERSITI TEKNOLOGI MARA</b>	
<b>Bachelor of Business Administration (Hons) Marketing</b> In Semester 4, students must take either MKT540 Services Marketing, or MKT554 Business Marketing, and in Semester 5, they must take MKT663 Relationship Marketing	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>UNIVERSITY OF MANCHESTER</b>	
<b>MSc Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>Master of Business Administration (full time)</b> (with Marketing Communications and Branding elective)	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>MANCHESTER METROPOLITAN UNIVERSITY</b>	
<i>(Old syllabus due to end June 2011)</i>	
<b>BA Hons Advertising Management &amp; Brand Management</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Digital Marketing &amp; Communications (3 &amp; 4 years)</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing Management (3 &amp; 4 years)</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Retail Marketing Management (3 &amp; 4 years)</b> (with Integrated Marketing Communications elective)	Chartered Postgraduate Diploma in Marketing
<i>(New syllabus due to start June 2011)</i>	
<b>BA Hons Advertising Management &amp; Brand Management</b> <b>BA Hons Advertising Management &amp; PR (3 years, sandwich, exchange)</b> <b>BA Hons Digital Marketing Comms (3 years, sandwich, exchange)</b> <b>BA Hons Marketing Management (3 years, sandwich, exchange)</b> <b>BA Hons Retail Marketing Mgt (3 years, sandwich, exchange)</b> <b>BA Hons Sports Marketing Mgt (3 years, sandwich, exchange)</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Marketing Management</b> <b>MSc Marketing Communications</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>MIDDLESEX UNIVERSITY</b>	
<b>BA Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing Communications</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing Communications</b>	Chartered Postgraduate Diploma in Marketing
<b>MA International &amp; Cross-Cultural Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MA Health &amp; Social Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing Management</b> (with Marketing Communications elective)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>UNIVERSITY OF NEWCASTLE</b>	
<b>MSc International Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc International Agriculture &amp; Food Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Advanced Food Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>NORTHUMBRIA UNIVERSITY</b>	
<b>BA Hons Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Business Studies</b>	Professional Certificate in Marketing
<b>BA Hons Business Management</b>	Professional Certificate in Marketing
<b>BA Hons Business with Marketing</b>	Professional Diploma in Marketing
<b>BA Hons Advertising Management</b>	Professional Diploma in Marketing
<b>MSc Marketing (full time), MA Marketing (part time)</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Language with Marketing</b>	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>NOTTINGHAM UNIVERSITY</b>	
<b>MA/MSc Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>OXFORD BROOKES UNIVERSITY</b>	
<b>BA Hons Business &amp; Marketing Management</b> (with U55081 Strategic Marketing, and U55030 Integrated Marketing Communications)	Chartered Postgraduate Diploma in Marketing
<b>UNIVERSITY OF PLYMOUTH</b>	
<b>BA Hons Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc Marketing Strategy &amp; Strategy</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF PORTSMOUTH	
<b>BA Hons Marketing</b> With options U09080 Marketing Communications Strategy, and U13767 Marketing Research	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing with Psychology</b> With Marketing Communications Strategy, Marketing Research AND two other marketing modules in year 3	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>MA Marketing (Digital Media)</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>QUEEN'S UNIVERSITY BELFAST</b>	
<b>BSc Hons Management</b>	Professional Certificate in Marketing
<b>BSc Management &amp; subject (Economics/Language)</b>	Professional Certificate in Marketing
<b>BSc Hons Business Economics</b>	Professional Certificate in Marketing
<b>BSc Hons Economics &amp; Management</b>	Professional Certificate in Marketing
<b>BSc Hons Business Management</b>	Professional Certificate in Marketing
<b>MSc Management</b>	Professional Certificate in Marketing
<b>Master of Business Administration</b>	Professional Certificate in Marketing

INSTITUTION

CIM ENTRY POINT

INSTITUTION	CIM ENTRY POINT
<b>READING UNIVERSITY</b>	
<b>BA Hons Management &amp; Language</b>	Professional Certificate in Marketing
<b>BA Hons International Management &amp; Business Administration with Language</b>	Professional Certificate in Marketing
<b>BA Hons Management &amp; Business Administration</b>	Professional Certificate in Marketing
<b>ROEHAMPTON UNIVERSITY</b>	
<b>BSc Hons Marketing</b> With options Consumer Behaviour OR Marketing Research in year 2, and in year 3, International Marketing OR Leisure & Tourism Marketing OR Applied Marketing Communications OR Marketing for Non-Profit Organisations	Chartered Postgraduate Diploma in Marketing
<b>BSc Hons Business Management (Retail Management &amp; Marketing)</b> With one option from Consumer Behaviour OR Marketing Research in year 2, and in year 3, one option from International Marketing OR Leisure & Tourism Marketing OR Applied Marketing Communications OR Marketing for Non-Profit Organisations	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>SALFORD UNIVERSITY</b>	
<b>PG Diploma/MSc Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>SHEFFIELD UNIVERSITY</b>	
<b>Single Hons in Management, BA Hons Management with Subject, and BA Hons Business Management with Subject</b> (with modules Principles of Marketing, Business Economics, Introduction to Statistics, Integrated Marketing Communications, and Consumer Behaviour)	Professional Certificate in Marketing
<b>Master of Business Administration</b> (with elective Integrated Marketing Communications)	Professional Certificate in Marketing
<b>MSc Management</b> (with options Critical Issues in Tourism, and International Management)	Professional Certificate in Marketing
<b>MSc Management and Enterprise &amp; Local Economic Development, OR Sustainability, OR International Business</b>	Professional Certificate in Marketing
<b>MSc Leisure Management</b>	Professional Certificate in Marketing
<b>MSc International Management</b>	Professional Certificate in Marketing

**INSTITUTION**

**CIM ENTRY POINT**

<b>SOUTH AFRICA</b>	
<b>IMM GRADUATE SCHOOL OF MARKETING (Pty) Ltd</b>	
<b>Postgraduate Diploma in Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>BBA Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>ST ANDREWS UNIVERSITY</b>	
<b>MLitt in Marketing</b>	Chartered Postgraduate Diploma in Marketing
<b>SOUTHAMPTON SOLENT UNIVERSITY</b>	
<b>BA Hons Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing with another subject (Media &amp; Design/HRM/English/Retail Management/Entrepreneurship/Event Management/Tourism Studies/Advertising)</b>	Chartered Postgraduate Diploma in Marketing
<b>BA Hons Marketing with Psychology or International Business, must have two options in marketing to be eligible for this entry point</b>	

INSTITUTION

CIM ENTRY POINT

<b>STAFFORDSHIRE UNIVERSITY</b>	
<b>BA Hons Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>STIRLING UNIVERSITY</b>	
<b>MSc Marketing</b> (with elective MKTP14 Marketing Communications)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF STRATHCLYDE	
<b>Single or Joint Hons Marketing</b> (with Marketing electives in years 2, 3 and 4)	Chartered Postgraduate Diploma in Marketing
<b>MSc Marketing/MSc International Marketing</b> (with elective Integrated Marketing Communications)	Chartered Postgraduate Diploma in Marketing
UNIVERSITY OF SURREY	
<b>MSc Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc International Marketing Management</b>	Chartered Postgraduate Diploma in Marketing
<b>MSc International Retail Marketing</b> (with Marketing Communications, and Marketing Research electives)	Chartered Postgraduate Diploma in Marketing
<b>MSc Tourism Marketing</b> (with Marketing elective in Semester Two)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>SWANSEA UNIVERSITY</b>	
<b>BSc Hons Business Management (Marketing)</b>	Professional Diploma in Marketing
<b>MSc Marketing</b> <b>MSc Management (Marketing)</b>	Chartered Postgraduate Diploma in Marketing Professional Diploma in Marketing
<b>TEESSIDE UNIVERSITY</b>	
<b>MSc Marketing Management</b>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

<b>UNIVERSITY OF WEST OF SCOTLAND (PAISLEY)</b>	
<b>BA/BA Hons International Marketing</b> With Level 10 option (or Year 4) MARK10006 Relationship Marketing	Chartered Postgraduate Diploma in Marketing
<b>UNIVERSITY OF WARWICK</b>	
<b>MSc Marketing and Strategy</b> Must take THREE marketing electives: ie, a choice from: IB92S0 Sports Marketing, IB92T0 Marketing Across Cultures, IB93M0 Marketing & the Creative Industries, IB94G0 Marketing Communications, IB92P0 Strategic Brand Management. The dissertation must be based on marketing	Chartered Postgraduate Diploma in Marketing