

Entry Points Policy Academic Session 2007-2008

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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 Professional 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 enables direct entry onto either the CIM Professional 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

ABERYSTWYTH UNIVERSITY

Single & Major Hons Marketing

Joint Hons Marketing

(with Marketing Communications, and Marketing Research options)
(without these options)

ASTON UNIVERSITY

BSc Hons Management and Strategy

(with Marketing specialism in Year 4, must include Marketing Strategy, and Marketing Communications)

AUSTRALIA

UNIVERSITY OF TECHNOLOGY, SYDNEY

Master of Business/Graduate Diploma in Marketing

(with Marketing Communications option 24736)

Master of Business in International Marketing

(with Marketing Communications option 24736)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing
Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

BATH UNIVERSITY

BA Hons Business Administration

(with Marketing 1, Market Analysis, Advertising & Promotional Practice, and Business to Business Marketing)

BA Hons International Management & Modern Languages

(with Market Analysis, Advertising & Promotional Practice, and Business to Business Marketing)

BATH SPA UNIVERSITY

BA Hons Business and Management

(with Marketing stream in Year 3)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

BRUNEL UNIVERSITY

BSc Hons Business and Management (Marketing)

MSc Marketing

MSc Corporate Brand Management

CYPRUS

P.A. COLLEGE

Bachelor of Business Administration (Hons)

(with electives Strategic Marketing Management I, Marketing Communications, Marketing Research, HRM I & II)

CRANFIELD UNIVERSITY

MSc Strategic Marketing

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

DURHAM UNIVERSITY

Executive MBA

(with electives Strategic Marketing, Managing Marketing Communications, and Quantitative Marketing Research)

Full Time MBA

(with electives Strategic Marketing, Managing Marketing Communications, and Quantitative Marketing Research)

Distance Learning MBA

(with electives Strategic Marketing, Managing Marketing Communications, and Quantitative Marketing Research)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF EAST ANGLIA

BSc Hons Business Management

Professional Diploma in Marketing

Master of Business Administration – MBA General, Executive MBA, Strategic Carbon MBA, MBA Financial Services, MBA Science & Technology

Professional Diploma in Marketing

MSc Programmes – International Human Resource Management, Strategic Supply Chain Management, International Accounting & Financial Management

Professional Diploma in Marketing

MSc Marketing
(with options Behavioural Aspects of Marketing, and Interactive Marketing)

Professional Postgraduate Diploma in Marketing

MSc Business Management
(with options Behavioural Aspects of Marketing, and Interactive Marketing)

Professional Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

GLASGOW CALEDONIAN UNIVERSITY

MSc International Fashion Marketing

Professional Postgraduate Diploma in Marketing

MSc Marketing

Professional Postgraduate Diploma in Marketing

UNIVERSITY OF GLOUCESTERSHIRE

BA Hons Marketing, Advertising and Communications
(with Marketing Management, and Strategic Marketing)

Professional Postgraduate Diploma in Marketing

BA Hons Marketing Management and Branding

Professional Postgraduate Diploma in Marketing

BA Hons Marketing Management Studies (no options required)
and Marketing Management and Branding Joint Hons
(with Brand Communications, and Marketing Research
& Analysis)

Professional Postgraduate Diploma in Marketing

MSc Marketing Management

Professional Postgraduate Diploma in Marketing

MSc Marketing, Advertising and Communications

Professional Postgraduate Diploma in Marketing

INSTITUTION

HERIOT-WATT UNIVERSITY

MA/BA in Management (with Marketing, or Human Resource Management, or Operations Management, or Business Law) and MA/BA International Management

(with Marketing Strategy, Marketing Research, Marketing Communications 1, Service Management & Marketing)

MA/BA Business and Economics

MA/BA Business and Finance

MSc Marketing

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Entry to Professional Diploma in Marketing

Entry to Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

UNIVERSITY OF HERTFORDSHIRE

BA/BSc Business Joint Hons (Marketing Major or Twin)

(with Marketing Planning in Practice, plus Market & Social Research, and Managing Media and Communications)

BA Hons Business Studies

(with Marketing Planning in Practice, plus Market & Social Research, and Managing Media and Communications)

BA Hons Business Administration

(with Marketing Planning in Practice, plus Market & Social Research, and Marketing Communications)

BA Hons International Business

(with Marketing Planning in Practice, plus Research Methods, and Marketing Communications)

BA Hons Business Economics

(with Marketing Planning in Practice, plus Research Methods, and Marketing Communications)

BA Combined Hons

(with Marketing Planning in Practice, plus Market & Social Research, and Marketing Communications)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

BA Hons Marketing

INSTITUTION

HONG KONG

HONG KONG BAPTIST UNIVERSITY

Bachelor of Business Administration (Hons) Marketing Major
(with Marketing Communications elective)

Bachelor of Business Administration (Hons) China Business Studies Major
(with Marketing Communications, and Global Marketing electives)

Master of Business Administration
(with options Management of Marketing Communications, plus Strategic Marketing or Seminar in Marketing)

CARITAS BIANCHI COLLEGE OF CAREERS

Associate Degree in Business (Marketing Management)

Professional Postgraduate Diploma in Marketing

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

INSTITUTION

CITY UNIVERSITY OF HONG KONG

Bachelor of Business Administration (Hons) in Marketing
(with Integrated Marketing Communications option)

Bachelor of Business Administration (Hons) in China Business

HONG KONG COMMUNITY COLLEGE

Associate Degree in Business (Marketing)

LINGNAN UNIVERSITY

Bachelor of Business Administration (Marketing)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

HONG KONG POLYTECHNIC UNIVERSITY

Bachelor of Business Administration (Hons) Global Supply Chain Management (with Marketing Minor)

Professional Diploma in Marketing

INSTITUTE OF VOCATIONAL EDUCATION – CHAI WAN

Higher Diploma in Advertising & Global Brand Management

Professional Diploma in Marketing

INSTITUTE OF VOCATIONAL EDUCATION – MORRISON HILL

Higher Diploma in Business Promotion & Design

Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF KENT

Bachelor of Business Administration (Marketing)

Professional Postgraduate Diploma in Marketing

KINGSTON UNIVERSITY

MA Marketing/MA Marketing with English

Professional Postgraduate Diploma in Marketing

LANCASTER UNIVERSITY

BSc Hons Marketing/BSc Hons Marketing (North America/Australasia)/BSc Hons Marketing Management
(with option Advertising Theory and Advertising Management)

Professional Postgraduate Diploma in Marketing

BA Hons Advertising & Marketing

Professional Postgraduate Diploma in Marketing

MSc Advanced Marketing Management

Professional Postgraduate Diploma in Marketing

INSTITUTION

UNIVERSITY OF LEICESTER

BA Hons Management Studies

MSc Marketing (full time)

MSc Marketing (distance learning)

MSc Management

MSc Finance

Master of Business Administration

UNIVERSITY OF LIVERPOOL

BA Hons Marketing

BA Hons Business Studies

CIM ENTRY POINT

Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Master of Business Administration (Marketing)

Professional Postgraduate Diploma in Marketing

INSTITUTION

MALAYSIA

KOLEJ IKIP

Bachelor of Business Administration (awarded by Universiti Utara Malaysia)

CIM ENTRY POINT

Professional Diploma in Marketing

UNIVERSITI TEKNOLOGI MARA

Bachelor of Business Administration (Hons) Marketing
(with elective Business Marketing)

Professional Postgraduate Diploma in Marketing

UNIVERSITY OF MANCHESTER

MSc Marketing

Professional Postgraduate Diploma in Marketing

Master of Business Administration (full time)
(with Marketing Communications and Branding elective)

Professional Postgraduate Diploma in Marketing

INSTITUTION

MIDDLESEX UNIVERSITY

BA Hons Marketing

BA Hons Marketing Communications

BA Hons Marketing Management

MA Marketing Communications

MA International & Cross-Cultural Marketing

MA Health & Social Marketing

MA Marketing Management
(with Marketing Communications elective)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

NORTHUMBRIA UNIVERSITY

BA Hons Marketing Management

BA Hons Business Studies

(with Marketing Research Methods option)

BA Hons Business Management

(with Marketing Research Methods option)

BA Hons Business with Marketing

BA Hons Advertising Management

BA Hons Modern Languages with Marketing

OPEN UNIVERSITY

Certificate in Management

Diploma in Management

Master of Business Administration

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

INSTITUTION

UNIVERSITY OF PAISLEY

BA/BA Hons International Marketing

UNIVERSITY OF PLYMOUTH

BA Hons Marketing

UNIVERSITY OF PORTSMOUTH

BA Hons Marketing

BA Hons Marketing with Psychology

MA Marketing

MA Marketing (Digital Media)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

INSTITUTION

QUEEN'S UNIVERSITY BELFAST

BSc Hons Management

**BSc Management & subject (Information Systems/Economics/
Language)**

BSc Hons Business Economics

BSc Hons Economics & Management

BSc Hons Business Management

MSc Management

Master of Business Administration

CIM ENTRY POINT

Professional Diploma in Marketing

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Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

INSTITUTION

READING UNIVERSITY

BA Hons Management & Language

**BA Hons International Management & Business Administration
with Language**

BA Hons Management & Business Administration

ROYAL AGRICULTURAL COLLEGE

BSc Hons Business Management
(with elective Marketing Communication)

CIM ENTRY POINT

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

SHEFFIELD UNIVERSITY

Single Hons in Management, BA Hons Management with Subject, and BA Hons Business Management with Subject
(with modules Principles of Marketing, business Economics, Introduction to Statistics, Integrated Marketing Communications, and Consumer Behaviour)

Master of Business Administration
(with elective Integrated Marketing Communications)

MSc Management
(with options Critical Issues in Tourism, and International Management)

MSc Management and Enterprise & Local Economic Development, OR Sustainability, OR International Business

MSc Leisure Management

MSc International Management

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

Professional Diploma in Marketing

INSTITUTION

SHEFFIELD HALLAM UNIVERSITY

BA Hons Business Studies

(with options Marketing, Marketing Communications, and Strategic Marketing Management)

BA Hons Marketing

BA Hons Business & Marketing

(with option Market Research)

BA Hons Languages with Marketing

BSc Hons Food Marketing Management/International Food Marketing Management

MSc International Marketing

SOUTHAMPTON SOLENT UNIVERSITY

BA Hons Marketing Management

BA Hons Marketing with another subject (Media & Design/HRM/English/International Business/Psychology/Retail Management/Entrepreneurship/

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Event Management/Tourism Studies/Advertising)

INSTITUTION

STAFFORDSHIRE UNIVERSITY

BA Hons Marketing Management

STIRLING UNIVERSITY

MSc Marketing

UNIVERSITY OF STRATHCLYDE

Single or Joint Hons Marketing

MSc Marketing/MSc International Marketing
(with elective Integrated Marketing Communications)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing

INSTITUTION

UNIVERSITY OF SURREY

MSc Marketing Management

MSc International Marketing Management

TEESSIDE UNIVERSITY

BA Hons Marketing

**BA Hons Marketing & Advertising Management/Public
Relations/Marketing & Retail Management**

MSc Marketing Management

UNIVERSITY OF WARWICK

MSc Marketing and Strategy
(with Marketing Communications elective)

CIM ENTRY POINT

Professional Postgraduate Diploma in Marketing

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Professional Postgraduate Diploma in Marketing

Professional Postgraduate Diploma in Marketing