

Entry Points Policy

Issued March 2011 (version 30)

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

ABERYSTWYTH UNIVERSITY	
BA Hons Marketing	Chartered Postgraduate Diploma in Marketing
Major Hons Marketing	Chartered Postgraduate Diploma in Marketing
Joint Hons Marketing (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
MSc Advanced Marketing (Research Training or Specialist)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

BIRMINGHAM CITY UNIVERSITY (continued)	
<p>BA Hons Business & PR/BA Hons Business Psychology & PR/ BA Hons PR & Management/BA Hons PR & Business Law (Public Relations Pathway included, together with Level 5 module Marketing Research)</p>	<p>Professional Diploma in Marketing</p>
<p>BA Hons PR & HRM (Public Relations Pathway included, and must have Any ONE Level 6 Marketing option – <i>either</i> Creative Industries Marketing <i>or</i> Digital Marketing)</p>	<p>Professional Diploma in Marketing</p>
<p>BA Hons Marketing BA Hons Marketing, Advertising & PR</p>	<p>Chartered Postgraduate Diploma in Marketing</p>

INSTITUTION

CIM ENTRY POINT

BOLTON UNIVERSITY	
BA Hons Business Management/BA Hons Bus Management (Mktg) 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	Chartered Postgraduate Diploma in Marketing
BOURNEMOUTH UNIVERSITY	
BA Hons Marketing (with Interactive Media Strategies)	Chartered Postgraduate Diploma in Marketing
BA Hons International Marketing (with Interactive Media Strategies)	Chartered Postgraduate Diploma in Marketing
BA Hons Advertising & Marketing Communications	Chartered Postgraduate Diploma in Marketing
MA Marketing Communications	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

CASS BUSINESS SCHOOL, CITY UNIVERSITY	
BSc Hons Business (Marketing stream)	Chartered Postgraduate Diploma in Marketing
UNIVERSITY OF CENTRAL LANCASHIRE	
BA Hons Marketing	Professional Diploma in Marketing
UNIVERSITY OF CHESTER	
BA Hons Marketing	Chartered Postgraduate Diploma in Marketing
BA Combined Hons Marketing	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

COVENTRY UNIVERSITY	
BA Hons Marketing Management BA Hons Advertising & Business BA Hons Advertising & Marketing BA Hons Business & Marketing BA Hons Marketing & Accounting	Chartered Postgraduate Diploma in Marketing
MA Marketing Management MA Strategic Marketing Management MSc International Marketing MA Advertising & Marketing	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

CRANFIELD UNIVERSITY	
MSc Strategic Marketing	Chartered Postgraduate Diploma in Marketing
CYPRUS	
UNIVERSITY OF NICOSIA	
BBA Marketing	Professional Diploma in Marketing
CYPRUS INSTITUTE OF MARKETING	
BSc Hons Business Administration (Marketing) 3 years full time, Open University Validated Award	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

DERBY UNIVERSITY	
BA Hons Marketing BA Hons Marketing & Advertising Management BA Hons International Marketing Management	Chartered Postgraduate Diploma in Marketing
MSc Marketing MSc Marketing & Advertising	Chartered Postgraduate Diploma in Marketing
DUBAI	
UNIVERSITY OF WOLLONGONG IN DUBAI	
Masters in Strategic Marketing (with elective TBS 903 Managing People in Organisations)	Chartered Postgraduate Diploma in Marketing
B.Commerce (Marketing)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

INSTITUTION	CIM ENTRY POINT
DURHAM UNIVERSITY	
<p>Executive MBA (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)</p>	Chartered Postgraduate Diploma in Marketing
<p>Full Time MBA Managing in the Competitive Environment, plus 5 electives: International Marketing, Managing Marketing Communications, Managing Social Marketing Campaigns, Quantitative Marketing Research, & Strategic Mktg)</p>	Chartered Postgraduate Diploma in Marketing
<p>Global MBA Managing in the Competitive Environment, plus 5 electives: International Marketing, Managing Marketing Communications, Managing Social Marketing Campaigns, Quantitative Marketing Research, & Strategic Mktg)</p>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF EAST ANGLIA	
BSc Hons Business Management	Professional Certificate in Marketing
Master of Business Administration – MBA General, Executive MBA, Strategic Carbon MBA, MBA Financial Services, MBA Science & Technology	Professional Certificate in Marketing
MSc Programmes – International Human Resource Management, Strategic Supply Chain Management, International Accounting & Financial Management	Professional Certificate in Marketing
MSc Marketing 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	Chartered Postgraduate Diploma in Marketing
Without a Marketing Dissertation	Professional Diploma in Marketing
MSc Business Management 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	Chartered Postgraduate Diploma in Marketing
Without a Marketing Dissertation	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

EAST LONDON UNIVERSITY	
BA Hons Marketing	Chartered Postgraduate Diploma in Marketing
MSc Marketing Communications MSc International Marketing Management	Chartered Postgraduate Diploma in Marketing
EDGE HILL UNIVERSITY	
BSc Hons Marketing	Chartered Postgraduate Diploma in Marketing
MA Marketing Communications	Chartered Postgraduate Diploma in Marketing
BSc Hons Business Management (Marketing)	Professional Diploma in Marketing
EDINBURGH NAPIER UNIVERSITY	
BA Hons Communication, Advertising & Public Relations With options: MKT09109 Brand Management, MKT09101 International Marketing, MKT10101 Emerging Markets	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

GLAMORGAN UNIVERSITY	
BA Hons Marketing	Chartered Postgraduate Diploma in Marketing
FRANCE	
GRENOBLE ECOLE DE MANAGEMENT	
MSc Marketing	Chartered Postgraduate Diploma in Marketing
UNIVERSITY OF GLOUCESTERSHIRE	
BA Hons Marketing, Advertising and Communications	Chartered Postgraduate Diploma in Marketing
BA Hons Marketing Management & Branding (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

INSTITUTION	CIM ENTRY POINT
HERIOT-WATT UNIVERSITY	
MA Management with HRM or Business Law or Enterprise, and MA International Management (with a minimum of 8 marketing modules from years 2 to 4)	Professional Diploma in Marketing
MA/BA Business and Finance (with a minimum of 8 marketing modules from years 2 to 4)	Professional Diploma in Marketing
MA Management and MA Management with Marketing (provided 12 marketing modules from years 2 to 4 are taken)	Chartered Postgraduate Diploma in Marketing
UNIVERSITY OF HERTFORDSHIRE	
BA Hons Business Studies BA Hons Business Administration Both degrees must have marketing specialist options in years 2 & 3, including Market & Social Research, and EITHER Managing Media & Communications OR Marketing Communications	Chartered Postgraduate Diploma in Marketing
BA Hons Marketing Marketing Major	Chartered Postgraduate Diploma in Marketing Chartered Postgraduate Diploma in Marketing

INSTITUTION	CIM ENTRY POINT
HONG KONG	
HONG KONG BAPTIST UNIVERSITY	
Bachelor of Business Administration (Hons)- Marketing Concentration (with Marketing Communications elective)	Professional Diploma in Marketing
Bachelor of Business Administration (Hons) - China Business Studies Concentration (with three electives: MKT3620 Customer Relationship Marketing, MKT3830 Global Marketing, MKT3840 Business to Business Marketing, and MKT3860 Services Marketing)	Professional Diploma in Marketing
Master of Business Administration (with options Management of Marketing Communications, plus Strategic Marketing or Seminar in Marketing)	Professional Diploma in Marketing
Bachelor of Commerce in Marketing (top up programme) 2009 intake and previously 2010 intake: students must take EIGHT marketing electives: 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

CHU HAI COLLEGE OF HIGHER EDUCATION	
BBA Marketing	Professional Certificate in Marketing
CITY UNIVERSITY OF HONG KONG	
Bachelor of Business Administration (Hons) in Marketing (with four marketing electives, including Integrated Marketing Communications, and Relationship Marketing)	Professional Diploma in Marketing
Bachelor of Business Administration (Hons) in China Business	Professional Certificate in Marketing
MSc Marketing	Chartered Postgraduate Diploma in Marketing
HONG KONG COLLEGE OF TECHNOLOGY	
Higher Diploma in Business Administration (Marketing)	Professional Diploma in Marketing
HONG KONG POLYU COMMUNITY COLLEGE	
Associate in Business (Marketing)	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

HONG KONG POLYTECHNIC UNIVERSITY	
Bachelor of Business Administration (Hons) Global Supply Chain Management (with Marketing Minor)	Professional Certificate in Marketing
Bachelor of Business Administration in Marketing With eight 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
HKU SPACE COMMUNITY COLLEGE	
Associate of Business Administration – Marketing Theme	Professional Diploma in Marketing
HKU SPACE GLOBAL COLLEGE SUZHOU	
Associate of Business Administration – Marketing	Professional Certificate in Marketing

INSTITUTION

CIM ENTRY POINT

HONG KONG POLYTECHNIC UNIVERSITY (SPEED)	
<p>BA Marketing & Public Relations 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 & Tourism Industry, Strategic Cause Marketing, and Global Marketing)</p>	Chartered Postgraduate 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)	Chartered Postgraduate Diploma in Marketing
MSc Value Chain Management	Chartered Postgraduate Diploma in Marketing
MSc Management (Marketing)	Professional Diploma in Marketing
KINGSTON UNIVERSITY	
BA Hons Marketing Management (with BM2210 Qualitative Market Research, BM2212 Quantitative Market Research, BM2203 Marketing Communications Planning, BM3609 Strategic Marketing Decision. Desirable but not compulsory for students to also take BM3613 Advertising Strategy & Planning)	Chartered Postgraduate Diploma in Marketing
BA Hons Business Management/BA Hons Business Studies (with BM2210 Qualitative Market Research, BM2212 Quantitative Market Research, BM2203 Marketing Communications Planning, BM3609 Strategic Marketing Decision. Desirable but not compulsory for students to also take BM3613 Advertising Strategy & Planning)	Chartered Postgraduate Diploma in Marketing
MA Marketing/MA Marketing with English	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

LANCASTER UNIVERSITY	
<p>BSc Hons Marketing & BSc Hons Marketing – Study Abroad BA Hons Marketing Management & BA Hons Marketing Management – Study Abroad</p> <p>With options MKTG 213 Advertising Management & Advertising Theory, MKTG 316 Advanced Topics in Consumer Behaviour, and MKTG 317 Brand Strategy</p>	Chartered Postgraduate Diploma in Marketing
BA Hons Advertising & Marketing	Chartered Postgraduate Diploma in Marketing
MSc Advanced Marketing Management	Chartered Postgraduate Diploma in Marketing
MSc Management & Marketing	Chartered Postgraduate Diploma in Marketing
LEEDS METROPOLITAN UNIVERSITY	
BA Hons Marketing/BA Hons Marketing & Advertising Management	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF LEICESTER	
BA Hons Management Studies	Professional Certificate in Marketing
MSc Marketing (full time/distance learning)	Chartered Postgraduate Diploma in Marketing
MSc Management	Professional Certificate in Marketing
MSc Finance	Professional Certificate in Marketing
Master of Business Administration	Professional Certificate in Marketing
UNIVERSITY OF LIVERPOOL	
BA Hons Marketing	Professional Diploma in Marketing
BA Hons Business Studies/Business Studies with Year in Industry Must take all specified marketing options	Professional Diploma in Marketing
Master of Business Administration (Marketing) 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	
<p>BA Hons Marketing (with options LBSMK2004 Services Marketing, LBSMK2005 Retail Marketing, and LBSRE2030 Marketing Research Methods)</p>	<p>Chartered Postgraduate Diploma in Marketing</p> <p>Without one of these options, entry to Professional Diploma in Marketing</p>
<p>BA Hons Business Studies or BA Hons Business Management (with Marketing route in Year 3, plus the option LBSFI3038 Marketing Analysis Research, plus Year 3 Project is based on Marketing)</p>	<p>Professional Diploma in Marketing</p>

INSTITUTION

CIM ENTRY POINT

LONDON METROPOLITAN UNIVERSITY	
BA Hons Marketing	Chartered Postgraduate Diploma in Marketing
BA Hons Advertising & Marketing Communications Must include MK3001 Marketing Planning & Control option	Chartered Postgraduate Diploma in Marketing
BA Hons Public Relations 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
MA Marketing 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
MA International Marketing Communications 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

LONDON SOUTH BANK UNIVERSITY	
BA Hons Marketing BA Hons Marketing Major BA Hons Marketing Joint	Chartered Postgraduate Diploma in Marketing
MA Marketing MSc International Marketing	Chartered Postgraduate Diploma in Marketing
MALAYSIA	
SEGi UNIVERSITY COLLEGE	
Bachelor of Business Management (Marketing)	Professional Diploma in Marketing
UNIVERSITI TEKNOLOGI MARA	
Bachelor of Business Administration (Hons) Marketing 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

MALAYSIA continued	
UNIVERSITI TENAGA NASIONAL	
BBA Hons Marketing	Professional Certificate in Marketing
UNIVERSITY OF MANCHESTER	
MSc Marketing	Chartered Postgraduate Diploma in Marketing
Master of Business Administration (full time) (with Marketing Communications and Branding elective)	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

MIDDLESEX UNIVERSITY	
BA Hons Marketing	Chartered Postgraduate Diploma in Marketing
BA Hons Marketing Communications	Chartered Postgraduate Diploma in Marketing
BA Hons Marketing Management	Chartered Postgraduate Diploma in Marketing
MA Marketing Communications	Chartered Postgraduate Diploma in Marketing
MA International & Cross-Cultural Marketing	Chartered Postgraduate Diploma in Marketing
MA Health & Social Marketing	Chartered Postgraduate Diploma in Marketing
MA Marketing Management (with Marketing Communications elective)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

UNIVERSITY OF NEWCASTLE	
MSc International Marketing	Chartered Postgraduate Diploma in Marketing
MSc Advanced Food Marketing	Chartered Postgraduate Diploma in Marketing
NORTHAMPTON UNIVERSITY	
BA Hons Sports Marketing	Professional Diploma in Marketing
BA Hons Marketing	

INSTITUTION

CIM ENTRY POINT

NORTHUMBRIA UNIVERSITY	
BA Hons Marketing Management	Chartered Postgraduate Diploma in Marketing
BA Hons Business Studies	Professional Certificate in Marketing
BA Hons Business Management	Professional Certificate in Marketing
BA Hons Business with Marketing	Professional Diploma in Marketing
BA Hons Advertising Management	Professional Diploma in Marketing
MSc Marketing (full time), MA Marketing (part time)	Chartered Postgraduate Diploma in Marketing
BA Hons Language with Marketing	Professional Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

NOTTINGHAM UNIVERSITY	
MA/MSc Marketing	Chartered Postgraduate Diploma in Marketing
MSc Marketing MSc Marketing (Advertising & Communications) MSc Marketing (Retail) MSc Marketing (Customer Management)	Chartered Postgraduate Diploma in Marketing
OXFORD BROOKES UNIVERSITY	
BA Hons Business & Marketing Management (with U55081 Strategic Marketing, and U55030 Integrated Marketing Communications)	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

READING UNIVERSITY	
BA Hons Management & Language	Professional Certificate in Marketing
BA Hons International Management & Business Administration with Language	Professional Certificate in Marketing
BA Hons Management & Business Administration	Professional Certificate in Marketing
ROBERT GORDON UNIVERSITY	
MSc International Marketing Management	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

INSTITUTION	CIM ENTRY POINT
ROEHAMPTON UNIVERSITY	
<p>BSc Hons Marketing 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</p>	Chartered Postgraduate Diploma in Marketing
<p>BSc Hons Business Management (Retail Management & Marketing) 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</p>	Chartered Postgraduate Diploma in Marketing
<p>MSc Marketing</p>	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

SALFORD UNIVERSITY	
PG Diploma/MSc Marketing	Chartered Postgraduate Diploma in Marketing
SHEFFIELD UNIVERSITY	
MSc International Management and Marketing	Chartered Postgraduate Diploma in Marketing
MSc Marketing and Management	Chartered Postgraduate Diploma in Marketing

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

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

INSTITUTION

CIM ENTRY POINT

WEST INDIES	
UNIVERSITY OF THE WEST INDIES	
Master of Marketing	Chartered Postgraduate Diploma in Marketing
UNIVERSITY OF WEST OF SCOTLAND (PAISLEY)	
BA/BA Hons International Marketing With Level 10 option (or Year 4) MARK10006 Relationship Marketing	Chartered Postgraduate Diploma in Marketing
UNIVERSITY OF WARWICK	
MSc Marketing and Strategy 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