

# PROFESSIONAL SERVICES MARKETING

IN GERMANY

CIM DIPLOMA IN PROFESSIONAL MARKETING

[www.marketingcollege.com](http://www.marketingcollege.com)

 The Chartered  
Institute of Marketing  
Accredited Study Centre



# CIM DIPLOMA IN PROFESSIONAL MARKETING

## Entry qualifications

A Bachelors degree in business or marketing (or an equivalent qualification) where a minimum of a third of the credits come from marketing OR three plus years' of appropriate experience working in Marketing. In addition you should be working for a Professional Services company/body/institute or a connected organisation.

The Diploma consists of two core modules and one elective from the choice of two.

The Diploma is aimed at the professional marketer in an operational or management role who wishes to develop the knowledge and skills across a range of areas in order to progress their career.

## CORE

### STRATEGIC MARKETING

#### Aim of the module

This module is about how to take a strategic approach in marketing planning to achieve competitive advantage. It 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 enables the achievement of strategic marketing objectives.

#### Assessment

This module is assessed by examination which will comprise a number of extended answer questions to be completed in a three-hour controlled assessment.

### MASTERING METRICS

#### Aim of the module

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. It provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.

#### Assessment

This module is assessed by assignment. The assessment will require submission of a 18-page assignment based on a given scenario and an organisation of your choice

## ELECTIVE

### DRIVING INNOVATION

#### Aim of the module

The module outlines the importance of how taking a visionary approach, and embedding innovation, can help organisations deal with the challenges of a fast-moving marketplace. It 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 and within the marketing function. It provides an appreciation of the role of internal marketing in supporting a culture of innovation and in implementing change programmes.

#### Assessment

This module is assessed by assignment. The assessment will require submission of a 18-page assignment based on a given scenario and an organisation of your choice.

### DIGITAL STRATEGY

#### Aim of the module

This module provides insight into how organisations can implement digital marketing capabilities into strategic marketing planning. It 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.

#### Assessment

This module is assessed by a three-part portfolio comprising research, plan and report.

# CIM PROFESSIONAL QUALIFICATIONS

## FOR THE PROFESSIONAL SERVICES MARKETER



### PSMG AND CMC

The Professional Services Marketing Group (PSMG) is a membership organisation for those with an interest in marketing within professional services firms, including partners, practice professionals, directors, managers and executives working in-house as well as recognised suppliers and consultants. The PSMG offers both individual and corporate membership.

Members are drawn from across the professions including law, accountancy, real estate, banking, architecture, actuarial, insurance, management consultancy, marketing communications, engineering and construction. PSMG has active groups in key commercial centres in the UK and international links in the USA, Canada, Europe, Middle East and Australasia.

#### AIMS

- To advance the public benefit of education and training of marketing in professional services.
- To provide a forum for members to meet, discuss common issues and develop leading edge marketing thinking.
- To define, improve and encourage good marketing practice.
- To enhance perception of the value of the marketing function within professional service businesses.
- To comment, as a recognised body, to the media, other professional institutions and the public on professional services marketing issues.

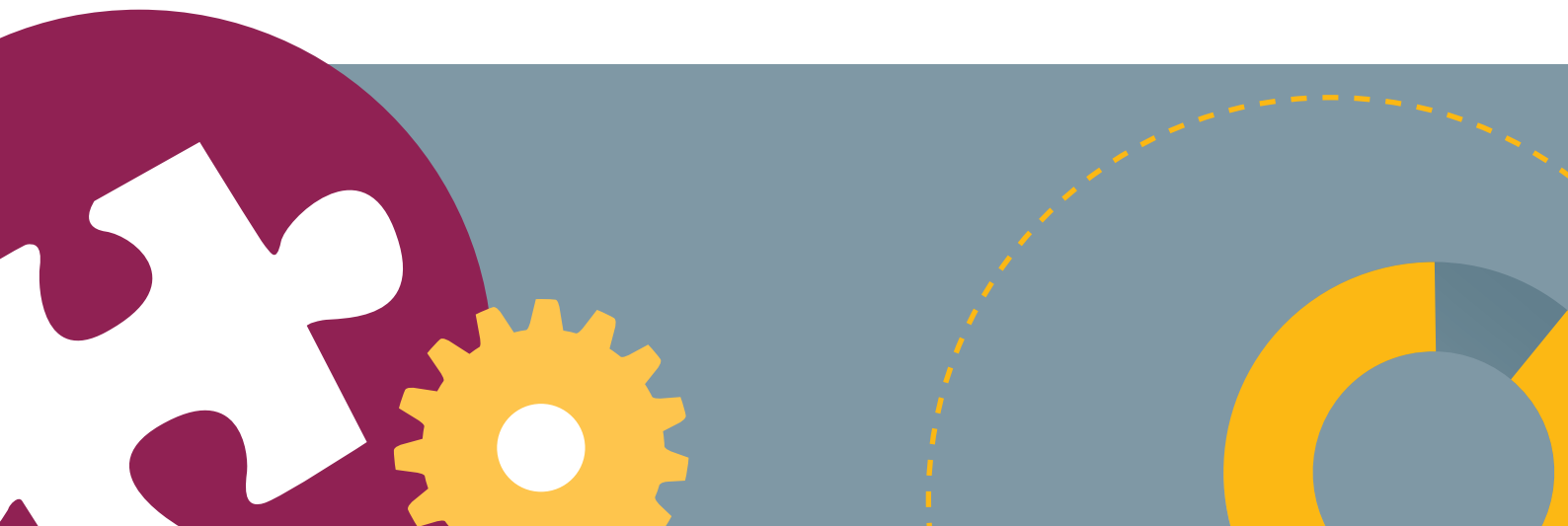
The skills of Britain's lawyers, accountants, financiers and other professional advisors are recognised as playing an important role in maintaining and growing the UK's competitive position in Europe and the wider global economy.

Raising the standards of marketing and communications in this sector is important to continuing success. Increasing the number of marketers with a professional services tailored, recognised qualification can make a major contribution.

The unique Professional Services Pathways to the CIM Professional Certificate and Professional Diploma in Marketing give Professional Services Marketers the opportunity to gain a definitive qualification in marketing taught by professional services marketers.

## COURSE FEES AND STUDY METHOD

Course	Study method	College Fee	CIM Membership & Assessment Fees
CIM Professional Diploma in Marketing	Friday/Saturday Workshops	£2,290.00	£660.00



# OUR TUTORS



## ANDREW HEDLEY

– Lead Tutor for Professional Services Diploma

Andrew Hedley helps the leaders of law firms to create mould-breaking strategies, develop strong brands, forge robust client relationships and design compelling propositions. Hedley Consulting is recognised as a leading boutique strategy consultancy

within the legal sector with clients ranging from global firms to significant regional players. In addition to his strategic project advice, Andrew is much sought after as a strategy group guide, partner retreat speaker, workshop facilitator and moderator. He is a respected contributor to specialist marketing and management publications and a regular keynote conference speaker. He is the author of *Developing Strategic Client Relationships* (2008) and *Client Strategy in a Changing Legal Market* (2011).

Andrew is a member of the Editorial Board of *Managing Partner* magazine, the judging panel of the MPF European Practice Management Awards and the Advisory Panel of NetworkMP, a leading peer network for managing partners of professional service firms. Andrew has been admitted as a Fellow of the Institute of Directors, the Strategic Planning Society, the Chartered Management Institute and the Royal Society of Art.



## BEV BURGESS, MBA, BSC (HONS), FCIM

Bev's background includes senior roles at British Gas, Epson and Fujitsu. She has also built and run service businesses. As managing director of the IT Services Marketing Association in Europe, Bev headed the company's learning and advisory activities in the

region, and personally supported companies like Accenture, BDO, BearingPoint, Capgemini, and PriceWaterhouseCoopers in developing their marketing competence.

Today, as co-founder and director of The Capsicum Group, Bev continues to help companies in professional services, IT and other business services to accelerate their organic growth through better market focus, more compelling propositions, stronger reputations, and strategies to win and grow key clients ([www.thecapsicumbgroup.com](http://www.thecapsicumbgroup.com)).

Bev's experience in the professional services sector includes training large marketing teams at PricewaterhouseCoopers and BDO in how to take professional services to market. She has also supported both BDO and Grant Thornton as they developed differentiated brand positioning and service concepts, working with the leadership teams of both businesses.

Bev holds an MBA in strategic marketing, gained in 1998 with distinction, and incorporating an in-depth study of the implications of culture to perceptions of service quality. She also holds a BSc Honours degree in business and psychology. Bev is a chartered Marketer and a Fellow of the Chartered Institute of Marketing, and has served as an International Trustee.



## KIM TASSO BA(HONS) DIPM FCIM MBA

Kim is an independent strategy, management and business development consultant, specialising in the professional services sector, with over 30 years' experience.

She is qualified in psychology, management, marketing, coach/mentoring and NLP and started her

career in sales and marketing positions in the technology sector.

She worked in-house in marketing/senior business development roles at Deloitte and Nabarro before setting up her own business in 1994. She has since worked for over 300 clients including: solicitors, barristers, patent attorneys, accountants, actuaries, surveyors and estate agents, educational establishments, psychologists, forensic scientists and management consultants.

As a freelance journalist, she writes for legal, marketing and property magazines and a leading London portal. She is a trainer for PM Forum, CLT and others. She has been a part-time lecturer on post graduate marketing courses. She has had three books published.

She is a Fellow of the Chartered Institute of Marketing, a Member of: PM Forum, Marketing Partners Forum, Institute of Directors, Association of MBAs,

She has written extensively on marketing and is the Chief Commissioning Consultant of Professional Marketing International.

Further information is at [www.kimtasso.com](http://www.kimtasso.com) and <http://www.linkedin.com/in/kimtasso> and she is @RedStarKim on Twitter.



## ANDREW HATCHER

Andrew is the Managing Director of The Applied Knowledge Network Ltd. He has a long history of assisting with the identification, development and management of innovative solutions within large and small companies across the business spectrum.

Andrew created and developed the MAPP coaching system which has been used by hundreds of companies looking to create effective and implementable plans that can help them develop and grow. His coaching style reflects his belief that coaches can only enable success by applying the knowledge that already exists within his clients' organisations.

Andrew's own career started at Reuters, the global media group, working with Reuters Venture Capital, and ultimately as the CEO of an Asian-based Internet trading company which he took through initial VC funding and on to a trade sale.

With a personal corporate history that includes journalism, software development, project management, marketing and strategic sales, Andrew draws on a wealth of experience in all aspects of business management gained through working internationally, predominantly in the US and UK.

Andrew has worked with a large range of companies including a wide range of SMEs, larger corporations including Eversheds, Statoil and Yell as well as not-for profits like Relate and Working Knowledge. He is a non-executive director at Interstate, a UK-based creative agency and at Investing for Good, one of the UK's first Community Investment Companies that assists professional advisors with intelligent giving.