

PROFESSIONAL MARKETEEER CAREER PATHWAY



Professional Marketeer Career Pathway

BEFORE GRADUATION

Milestone 1

Accomplishment: CIM Gateway University 1st Exemption
Details: Year 2 Students enrollment in Marketing Program
Outcome: Chartered Institute of Marketing (CIM) Marketing Award/Certificate - HCT Level 1



Milestone 2

Accomplishment: CIM Gateway University 2nd Exemption
Details: Year 2 Students enrollment in Marketing Program
Outcome: CIM Integrated Communication Award/Certificate



Milestone 4

Accomplishment: MRK 2103 Marketing Metrics
Details: Part of MRK 2103 assessment strategy
Outcome: CIM Mastering Metrics Award/Certificate - HCT Level 2



Milestone 3

Accomplishment: MRK 1103 Principles of Marketing
Details: Part of MRK 1103 assessment strategy
Outcome: CIM Marketing Principles Award/Certificate - HCT Level 2



Milestone 5

Accomplishment: MRK 4013 Strategic Marketing
Details: Part of MRK 4013 assessment strategy
Outcome: CIM Strategic Marketing Award/Certificate - HCT Level 2



Milestone 6

Accomplishment: MRK 4033 Digital Tools and Techniques
Details: Part of MRK 4033 assessment strategy
Outcome: CIM Digital Marketing Award/Certificate - HCT Level 2



Milestone 7

Accomplishment: MRK 4023 Customer Relationship Management
Details: Requires extra intervention to HCT Marketing Program, to be given to students meeting predefined selection criteria.
Outcome: CIM Customer Communications Award/Certificate - HCT Level 3



AFTER GRADUATION

Milestone 9

Accomplishment: CIM Membership and Qualification
Details: HCT graduates passing mandatory and elective modules
Outcome: CIM Certificate in Professional Marketing - HCT Level 4



Milestone 8

Accomplishment: CIM Membership and Qualification
Details: HCT graduates passing mandatory and elective modules
Outcome: CIM Foundation Certificate in Marketing - HCT Level 4



Milestone 10

Accomplishment: CIM Membership and Qualification
Details: HCT graduates passing mandatory and elective modules
Outcome: CIM Diploma in Professional Marketing - HCT Level 4



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MORE OPPORTUNITIES

- CIM Postgraduate Diploma in Marketing
- CIM Marketing Leadership Programme
- Certified Marketing Management Professional (CMMP)
 - Associate CMMP
 - Manager CMMP
 - Executive CMMP
 - Chartered CMMP
- Professional Certified Marketeer (PCM)
 - PCM Digital Marketing
 - PCM Sales Management
- Certified Digital Marketing Professional/Associate

JOB OPPORTUNITIES

- Marketing Manager
- Fundraiser
- Event/Meeting Planner
- Brand/Product Manager
- Market Research Analyst
- Social Media Manager
- Director of Marketing and Corporate Communication
- Search Engine Marketing Specialist
- User Experience Designer
- Marketing Copywriter



HCT PROFESSIONAL CERTIFICATIONS/QUALIFICATIONS LEVELS

- HCT Level 1** Certificate from Professional Body accrediting the Body of Knowledge covered as part of the aligned HCT Course(s) and/or Assessment(s).
- HCT Level 2** Certificate from Professional Body accrediting the accomplishment of external Assessment(s), as part of the aligned HCT Course(s) Assessment(s) Strategy.
- HCT Level 3** Certificate from Professional Body accrediting the accomplishment of external Assessment(s), following additional Course(s) to HCT Curriculum.
- HCT Level 4** Certificate from Professional Body accrediting obtaining Professional status in the field through experience.



CIM
The Chartered Institute of Marketing