

# PROFESSIONAL MARKETEER CAREER PATHWAY



## Professional Marketeer Career Pathway

### BEFORE GRADUATION

#### Milestone 1

**Accomplishment:** CIM Gateway University 1<sup>st</sup> 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 2<sup>nd</sup> 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



### Professional Marketeer Career Pathway



#### 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 Marketer (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

www.hct.ac.ae

