

The Cranfield Senior Leader Apprenticeship+

Marketing and Leadership MSc

Cranfield
School of
Management



In partnership with

CIM
Academy

Master's-level apprenticeships

The Cranfield and CIM Academy partnership

Cranfield University in partnership with CIM Academy, a Chartered Institute of Marketing (CIM) accredited study centre are delighted to offer this Senior Leader Apprenticeship+ Marketing and Leadership MSc that aims to address the current skills gap in the UK. This skills gap has also been identified in senior management roles based on research carried out by CIM.

Designed to meet the needs of the modern senior marketer, the programme offers the best of academic theory, commercial insights and practical application.

We very much look forward to working with you on this exciting journey.



Professor Karen Holford CBE,
Chief Executive and
Vice-Chancellor



James Sutton,
Director of CIM Academy

1st
for breadth of
alumni network
Economist Which MBA?
rankings 2021

The University works with over **1,500** businesses and governments based in over 40 countries

TOP 10
European
Business School
in the Financial Times
Business School
Rankings 2021

Over 800
apprentices across 30
cohorts currently attending
our Apprenticeship
programmes

Top 1% worldwide

One of the elite triple-accredited
business schools in the world



Reasons to choose Cranfield as your apprenticeship provider

Since the introduction of the Apprenticeship Levy, Cranfield School of Management has been one of the leading Level 7 Senior Leader Apprenticeship providers in the UK.

Our triple-accredited and globally ranked school has supported over 2,000 apprentices since we launched our portfolio in 2017. We currently have over 800 apprentices across 30 cohorts attending our programmes. Our apprentices have achieved exceptional pass rates, with over 80% achieving merit/distinction.

Whether you are an employee looking to widen your knowledge, skills and behaviours or a business identifying a need to up-skill your workforce, we have everything you need to develop yourself and your workforce through our Level 7 Senior Leader Apprenticeship programmes.

By offering a Senior Leader Apprenticeship programme, your company will:

- attract and retain talent through a compelling suite of programmes,
- boost leadership capabilities and accelerate the progression of diverse talent,
- address strategic needs of the business through focused learning,
- contribute to the UK labour-force and economy.

“Our learning model provides a unique blend of team and individual focus which inspires innovation, collaboration and a growth mindset. The MSc in Marketing and Leadership, delivered in partnership with CIM Academy, creates a community of skilled individuals developing the necessary know-how and confidence to stand out. Core skills in key subjects form the basis of programme content, which is embedded within the Cranfield learning experience, ranked amongst the best in the world. This programme will give you, your managers and your organisation the opportunity to flourish and succeed.”

Professor David Oglethorpe,
Pro-Vice-Chancellor and Dean of the School of Management



Develop your marketing leadership pipeline

Our Senior Leader Apprenticeship+ Marketing and Leadership MSc provides the opportunity for you to sponsor your high-potential marketing talent through a unique learning and development programme. It combines the best in academic insight and commercial application to develop a deep understanding of contemporary business issues and the capacity to assume leadership roles of the future, particularly within the field of marketing.

Who is it for?

The programme is for employers who want to develop their current marketing talent to meet organisational demands and make a significant impact on their organisations, industries and the wider community. It develops leadership and critical thinking skills required for marketing leadership roles in the modern organisation. The programme of study has been designed to meet the requirements of the Level 7 Senior Leader Apprenticeship standard.

Benefits to your learners

Your future marketing managers and leaders will benefit from a transformational programme that provides new insights, addressing the latest digital innovations, knowledge and skills that will prepare them for future senior leader roles. The practical nature of the programme enables learners to apply their newly acquired knowledge, skills and abilities immediately in the workplace.

The course equips participants to develop:

- an understanding of core marketing concepts in order to enhance customer experience and marketing effectiveness,
- strategic marketing capabilities that enable the delivery of change and innovation and better communication of your organisation's value proposition,
- a strategic mindset for the execution of growth strategies and achievement of business objectives,
- the self-awareness and confidence to successfully lead and operate more effectively as part of a team.

Benefits to your organisation

As an employer you will accelerate the development of your marketing talent and leaders, improve retention, and empower a network of individuals to work on meaningful organisational initiatives with the support of our world-class business school.

The organisation-based project, undertaken by individuals progressing to Part 2 of the programme, can be tailored to your needs and deliver a specific piece of research or consultancy work of value to you. Throughout the programme employees have the opportunity to network with talented professionals from a range of marketing backgrounds, providing a continual source of new ideas and benchmarks. As they become more analytical, learn how to adapt and contribute to strategy development, they will be able to apply best practice and be more effective in your organisation.

Business impact through progressing your strategic agenda



Alignment to your
organisational development
initiatives



Application of all learning
to your organisation's
context



Develop staff through peer
coaching and professional
coaching sessions



Modules that provide an
integrated approach to
your business



Assessment by assignment
focusing on practical
application



Organisation-based project
to advance your organisation's
strategic agenda

Senior Leader Apprenticeship+ Marketing and Leadership MSc

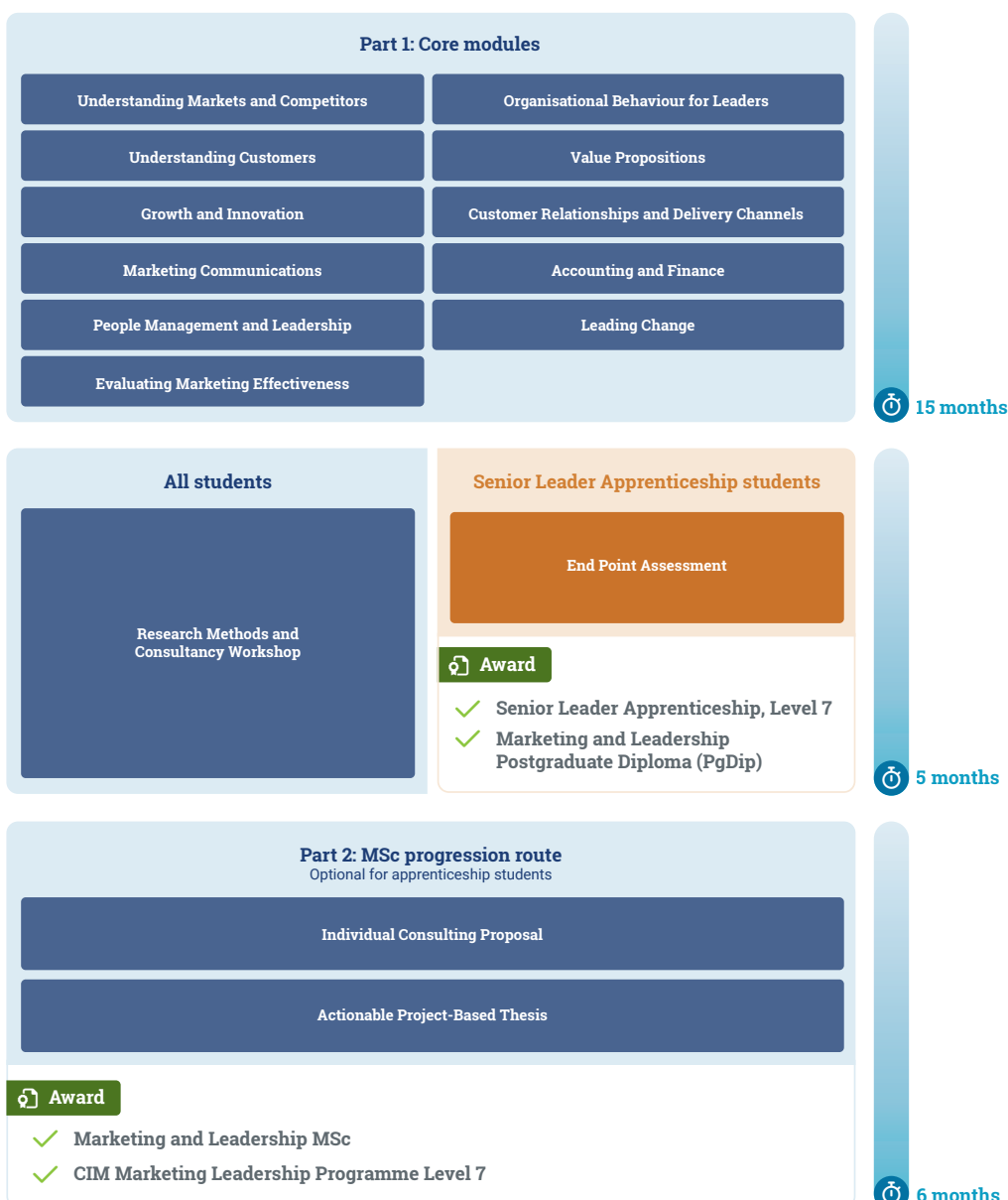
Course details and structure

The Cranfield Senior Leader Apprenticeship+ Marketing and Leadership MSc is delivered in two parts:

Part 1: Includes 11 modules studied over 15 months in eight one week teaching blocks. During this time, students build their portfolio of work-based evidence with support from their employer and their Cranfield Apprenticeship Tutor. Students also have peer coaching alongside their studies. This concludes with an End-Point Assessment (EPA), completed over a five-month period, which includes the student's Strategic Business Proposal, supported by their employer.

Part 2: Progression to the Marketing and Leadership MSc over a further six-month period including an individual consulting proposal and an actionable project-based thesis.

On application students are enrolled onto Part 1 of the programme and begin their studies. Throughout the course students have regular communication with the Course Director to discuss progression choices on to Part 2 and full completion of the Senior Leader Apprenticeship+ Marketing and Leadership MSc.





Start date

Visit the course page for details:
www.cranfield.ac.uk/som/slaml

Duration

26 months part-time

Delivery

Lectures are delivered over one week per quarter for the duration of the programme. Part 1 taught modules are mapped to the Senior Leader Apprenticeship Standard (SLA). These are assessed through assignments that relate to a wide range of management and marketing themes. Part 2 includes an individual consulting proposal and an actionable project-based thesis submitted at the end of the course.

Fees

The Senior Leader Apprenticeship (SLA) (Part 1) is a 15-month programme that can be fully funded by the UK Apprenticeship Levy (£14,000), which will be collected monthly through the Digital Apprenticeship Service (DAS) system after initial registration, with the final 20% collected through DAS on

completion of the end-point assessment.

Part 2 (Marketing and Leadership MSc) can be funded by employer or employee and is priced at £5,000 which will be due for payment at month 16.

Entry requirements

We welcome applications from talented candidates from all backgrounds. Candidates are normally high potential, early-career managers with three to ten years' post-qualification experience marketing roles.

Candidates normally possess a first- or second-class UK honours degree (or international equivalent). Alternatively, we will consider a professional qualification (such as CIM, IDM, ISM) together with a minimum of five years' post-qualification work experience. Other relevant qualifications, together with significant experience, may also be considered.

Location

The course will be delivered at Cranfield School of Management in Bedford, which is a 15 minute drive from Milton Keynes central station, or a 10 minute drive from junction 14 of the M1.

“The Cranfield Marketing and Leadership MSc apprenticeship changes how professionals manage and lead their teams. We give students the skills to lead strategically in a constantly evolving workplace. In partnership with the CIM Academy, Cranfield students gain practical skills and frameworks to apply in their workplaces, enabling and enhancing business performance.”

Dr Anmarie Hanlon,
Course Director, Marketing and Leadership MSc



Sponsoring organisations

These are some of the companies which have already sponsored their employees on one or more of our Senior Leader Apprenticeship programmes using their Apprenticeship Levy:

AIG	Hargreaves Lansdown	Omnicom
Aviva	HSBC	Pentalver
BP	Interserve	Rolls-Royce
Brown Shipley	Jacobs Engineering U.K. Limited	Save the Children
Cambridge Assessments	McCain	Severn Trent Water
Cambridge University Press	Ministry of Defence	Sodexo
DPD	Natilik	UBS
EasyJet	Network Rail	Zenopa
GWF	OLIVER	

Cranfield School of Management

Cranfield University is a world-leading postgraduate university and home to one of the most internationally recognised and long-established business schools in Europe.

We have a global reputation for developing high-performing leaders in technology and management. We unlock the potential of people and organisations by partnering with business and governments to deliver transformational research, postgraduate education and professional development.

The course will be delivered at the Cranfield campus, with the exception of the Leading Change module which is delivered at CIM, Moor Hall (see address on back cover). There are convenient transport links by rail and road connecting the campus with all of the UK's major cities.

CIM Academy

CIM Academy is the only Accredited Study Centre owned and run by the Chartered Institute of Marketing. It delivers a complete range of professionally recognised CIM marketing and digital marketing qualifications.

All qualifications are delivered by outstanding industry practitioners focused on helping marketers build their confidence, develop skills and advance their career.



Contact us

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Terms and conditions can be found at www.cranfield.ac.uk/fees

August 2023