

PMQ ACCELERATOR PROGRAMME

THE THREE- MODULE PMQ QUALIFICATION

MODULE ONE

MARKETING RISK MANAGEMENT

Course Aim

The programme aims to provide a laser-focussed approach to the management of marketing risks. It adopts a risk management approach to marketers deal with risks involved in marketing decisions right from strategic envisioning to strategy implementation.

Course Objectives

The course objectives are:

- Discuss risk-based approach to strategic marketing decisions
- Stretch marketing decisions to reflect the practice of long-range planning and its associated horizon-risks.
- Integrate risk management practices in strategic marketing decisions.

Learning Outcomes

- Assess the risks inherent in strategic marketing plans.
- Evaluate limits set for marketing risk targets.
- Critically evaluate the impact of measures taken to manage marketing risks.

Programme Outline and Weights

1. Overview of Strategic Marketing Risk Management (10%)
2. Marketing Strategy Governance (5%)
3. The relationship between horizon analysis and strategic marketing plans (5%).
4. Analysis of marketing mix and marketing risk analysis (40%).
5. Stress testing of marketing risks (10%).
6. Marketing risk management (15%)
7. Marketing risk reporting (15%).

Programme Outline

1. Overview of Strategic Marketing Risk Management
2. Marketing Strategy Governance- The strategic marketing planning process
3. The relationship between horizon analysis and strategic marketing plans.
4. Analysis of marketing mix risk analysis.
5. Stress testing of marketing risks.
6. Marketing risk management
7. Marketing risk reporting.

Recommended Reading

CIMG Study Text (2025)

MODULE TWO

MARKETING EXECUTION MANAGEMENT

Course Aim

The programme aims to provide a strategic and a practical approach to the management of marketing execution with emphasis on market creation and security of markets. It explores the principles of marketing and how they are used to ensure that markets are secured to guarantee strategic marketing objectives. Since the quality of markets integrates the efficacy of marketing strategies of businesses the programme seeks to develop insights in market creation, growth and its security. This programme combines the application of law, finance and integrates them into marketing to define markets on which marketing strategies are crafted for.

Course Objectives

The course objectives are:

- Discuss markets and how they differ depending on the industry under consideration.
- Assess the strategic approach to market development, growth and security.
- Integrate the place of markets in effective implementation of successful strategic plans.

Learning Outcomes

- Examine the place of markets in creating compelling strategic market plans and strategies.
- Evaluate the choices made to the formulation of the composite structure of markets.
- Critically evaluate the role of law, finance, and risk management in ensuring the security of markets that sustain strategic marketing plans and decisions.

Programme Outline and Weights

1. Marketing and Markets (10%)
2. Markets and their characteristics (10%)
3. Domestic and International market development, growth and security (20%).
4. Specialised Markets and market security (60%).

Programme Outline

1. Marketing and Markets
2. Markets and their characteristics
3. Domestic and International market development, growth and security.
4. Specialised Markets and Security of Markets.

Recommended Reading

CIMG Study Test (2025)

MODULE THREE

INTEGRATED SUSTAINABILITY MARKETING

Course Aim

The programme aims to provide an integrated approach to sustainability marketing. The aim is to develop marketers to transit from 'brown marketing' to 'green marketing' practices. The programme extends into the other areas in social and governance rated matters under the general environmental, social and governance (ESG) framework.

Course Objectives

The course objectives are:

- Discuss the vital role of marketers in sustainability practices recommended by current frameworks.
- Evaluate sustainability frameworks for marketers
- Integrate marketing techniques into carbon reduction management in organisations and SDG requirements.
- Extend the traditional corporate social responsibility (CSR) practices into the standard and extended social and governance requirements under the ESG framework.

Learning Outcomes

- Assess the distinctive role of green marketers in organisations.
- Evaluate the nature of green marketing mix.

- Critically evaluate the role of marketers in the emerging global integrated reporting framework.

Programme Outline and Weights

1. The Concept of Sustainability (5%)
2. Sustainability Marketing (10%)
3. Carbon Financing and Carbon Marketing (10%)
4. Marketing Mix in Sustainability Marketing (20%)
5. Sustainability -Social Criteria (5%)
6. Sustainability- Mix Criteria (5%)
7. Transition Sales and marketing (30%)
8. Sustainability Reporting (15%)

Programme Outline

- 1 The Concept of Sustainability
- 2 Environmental Law and Marketing Decisions
- 3 Carbon Financing and Carbon Marketing
- 4 Marketing Mix in Sustainability Marketing
- 5 Sustainability -Social Criteria
- 6 Sustainability-linked or Mixed Criteria
- 7 Transition Sales and Marketing
- 8 Sustainability Reporting

Recommended Reading

CIMG Study Text (2025)