School of Marketing NI
CIM
Accredited Study Centre

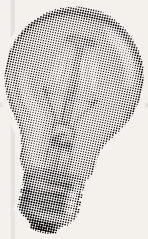
CIM LEVEL 6 AWARD
BRAND PROPOSITION

Build stronger brands.
Create lasting value.



Develop the knowledge and confidence to make better branding decisions, create compelling customer propositions and build stronger brands. Explore what drives brand success, from understanding customer needs and building brand equity to managing reputation and developing effective brand strategies.

Led by experienced brand practitioner Rachel Holmes CMktr and Senior Brand Manager at Linwood Foods, you'll connect established brand theory with real-world marketing practice.



What you'll learn

- **Stand out** - Differentiate your brand from competitors.
- **Create Value** - Develop compelling propositions.
- **Build brand equity** - Strengthen identity, positioning and purpose.
- **Make confident decisions** - Use customer insight and brand analysis.
- **Protect brand reputation** - Manage risks and challenges.
- **Shape brand strategy** - Explore innovation, extension and rebranding.

Starts late Nov 2026

Tutor
Rachel Holmes

Format
5 live online Thurs evening sessions plus assessment briefing

Cost
£450 tuition fee
+ £235 CIM fees (payable to CIM)

Payment
Deposit £50
Flexible payment options available

CIM Assessment
90-minute onscreen multiple-choice test

Sign Up
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TAKE YOUR EXPERTISE FURTHER



Who is this course for?

Ideal for marketers looking to develop specialist brand expertise, take on greater brand management responsibilities or move into a brand role.



Flexible learning

You don't need to be local to study with us!

Our courses are delivered through live, online evening sessions, with recordings available to revisit and opportunities to explore real-world marketing challenges.

A recognised CIM qualification

Gain a standalone CIM Level 6 Award qualification in Brand Proposition worth 10 credits, which can also count towards the CIM Level 6 Diploma if you decide to continue your studies.

Why study with School of Marketing NI?

Learn from experienced marketing practitioners at a CIM Accredited Study Centre, with a personal approach, flexible resources and support throughout your studies.

Ready to take the next step?

Starting late November 2026

Tuition: £450 | Flexible payment options available. Additional CIM fees: £235.

Get in touch to discuss the course, entry requirements or how to enrol.

WhatsApp 07894 272224