



# Power to grow

with membership of the world's  
leading marketing organisation

- About us, about you
- Membership benefits
- How to join us



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Benefiting you at every stage of your career

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# About you and us

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Being part of our community will give you the knowledge, support, network and growth to help you, your career and your business to grow.

## About You

You may be interested in joining our worldwide community of marketing professionals to help you start or develop your career.

Or perhaps, you'd like to become a member to take advantage of the many benefits, from best practice advice to extending your network with the world's marketing community.

-Whatever your interest in marketing, we're here to support and inspire you to help achieve your highest ambitions.

Welcome to CIM (The Chartered Institute of Marketing).

## About Us

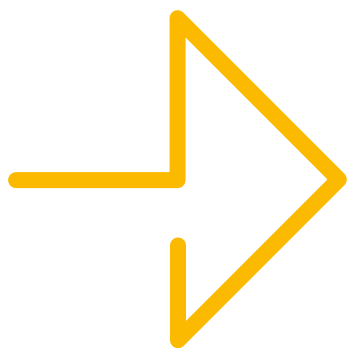
The CIM is the leading international professional marketing body. CIM exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. We are the only organisation able to award Chartered Marketer status.

Our programme for continuing professional development (CPD) is the path towards Chartered Marketer status. But you can also benefit from inspiring events, best practice advice and unrivalled networking opportunities – all designed to help you change in today's economy.

# Membership benefits

You can join us at any stage – you might be a student aiming to get into marketing, or a senior marketer looking for the latest industry insights.

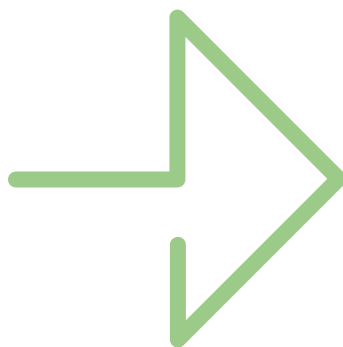
Many of our benefits apply throughout your career, others may be more relevant if you're starting out, advancing or taking a leadership role. Here's a simple guide to our benefits based on a hypothetical career path.



## 1 Marketing Assistant

### Benefits include:

- Marketing Expert
- Practical insight webinars
- Weekly news bulletin
- Marketing information hotline
- Online student support
- Job vacancies
- Professional marketing qualifications
- Mentoring network
- Continuing professional development (CPD)



## 2 Marketing Executive

### Benefits include:

- Marketing Expert
- Weekly news bulletin
- Marketing resources
- Marketing information hotline
- Practical insight webinars
- Mentoring network
- Learning and development
- Continuing professional development (CPD)

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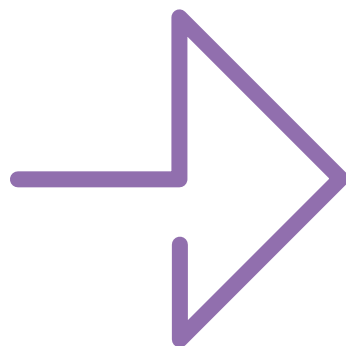
Knowledge, support, network and growth for every stage in your marketing career...



### 3 Marketing Manager

**Benefits include:**

- The Marketer magazine
- Practical insight webinars
- Learning and development
- Sector interest groups
- Chartered Marketer status
- Designatory letters
- Market research
- Local and regional networks
- Events
- Free legal advice
- Continuing professional development (CPD)



### 4 Marketing Director

**Benefits include:**

- Moor Hall Conference Centre
- Practical insight webinars
- Chartered Marketer status
- Professional liability insurance
- Leading business publications
- Research papers
- Consultants' directory
- Mentoring network
- Continuing professional development (CPD)



# Knowledge

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We can build the foundations of your knowledge and expertise as well as keep you ahead of the latest marketing trends and techniques.

## **The Marketer magazine**

Bringing you the latest thinking, stimulating articles and interviews from leading global experts and guest writers.

## **Weekly news bulletin**

Keep on top of the very latest marketing and business development in our weekly updates.

## **Events**

Be inspired and informed at our seminars, conferences, discussion groups and workshops taking place across the country.

## **Market research**

Access to definitive insight and trends including Mintel, Key Note and MBD reports.

## **Research papers**

Take advantage of our thought leadership and marketing innovation papers from leading marketing professionals and academics.

## **Leading business publications**

Members get free online access to an extensive range of business publications, newspapers and academic journals.

## **Library**

Visit our extensive library of marketing books, publications and research papers. We can also offer tailored research support.

## **Professional marketing qualifications**

Following extensive research with marketing professionals and the wider business community, we have launched a new qualifications portfolio. Based on the Professional Marketing Standards, they are designed to help you meet the ever-increasing demands expected of marketers.

# Support

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In a demanding marketing role it's reassuring to know you can access expert support and advice as well as many free and exclusive services.

## Marketing Expert

An exclusive CIM online resource with practical marketing guides and templates to support you in your marketing role.

## Practical insight webinars

Practical Insights are one hour, interactive webinars delivered by experts within their specific area of marketing. These will provide you with practical marketing knowledge you can apply immediately.

## Marketing information hotline

Members can call our dedicated team to help answer general marketing questions and queries.

## Extensive marketing resources

Take full advantage of our best practice guides, reports and case studies through our online knowledge hub.

## Free legal advice

Expert legal advice on business, employment and personal issues.

## Professional liability insurance

Exclusive rates on professional liability insurance.

## Learning and development

You can benefit from member discounts on a wide range of training workshops and in-depth courses. We can also deliver courses to teams in-house or work with you to create a bespoke learning and development solution that drives performance and improves results.



# Network

Our local, national and international networks and events can help you share information and connect at every level in the marketing community.

## Sector interest groups

If you have a particular industry interest, join one of our sector specific groups which bring marketers with specialist industry knowledge together.

## Local and regional networks

Meet and interact with your local marketing community.

## Moor Hall Conference Centre

Discounted rates on meetings, conferences and events at Moor Hall, the home of CIM in Berkshire.

## Consultants' directory

Access to specialist marketing consultants.



As a marketing professional with over 30 years experience at senior marketing and general management levels for international companies, I have always valued my membership of the CIM for keeping me up-to-date, trained and aware of issues affecting my job role.

**Gerald Dingley**  
UK



# Growth

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All our membership services are designed to help, support and encourage your growth – from career development advice to inspirational events.

## Chartered CPD Programme

Our Chartered CPD Programme provides the framework to take control of your own development and is the only route to achieve Chartered Marketer status.

## Chartered Marketer

You can achieve Chartered Marketer status through a combination of knowledge, experience and continuing professional development. It provides the opportunity to be recognised for achieving the highest level in our profession.

## Job vacancies

Search, register and receive e-mail alerts on new jobs through The Marketer's online job section.

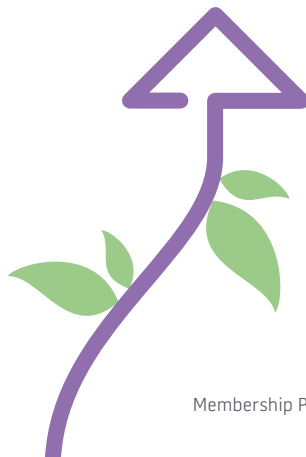
## Mentoring network

The mentoring network is structured so that members can learn from other members with proven knowledge and experience, to enable them to develop based on their specific goals.

## Designatory letters

Demonstrate your commitment and credibility to peers and employers with CIM designatory letters on your business card.

Visit [www.cim.co.uk/benefits](http://www.cim.co.uk/benefits) to see our full range of membership benefits.



# How to join us

## Affiliate

Affiliate membership is open to anyone who is studying marketing, considering a career in marketing or actively engaged in a marketing role. It's a good place to start your CIM membership.

## Associate (ACIM)

- Will be awarded on completion of the CIM Professional Diploma in Marketing or Diploma in Professional Marketing qualification, or the equivalent from another Institute acceptable to the Board.
- Via experience only. To have a minimum of three years marketing experience and influencing marketing management.

### Recognised areas classified as within the marketing remit

- Advertising
- Marketing research
- Sales
- Public relations
- Marketing education
- Merchandising
- Sales promotion
- Marketing services
- Product/brand management
- Marketing management
- Direct marketing
- Sales training
- International marketing
- Marketing consultancy

## Member (MCIM)

All applicants for admission to MCIM must be employed in a marketing-related role.

- Completion of the CIM Chartered Postgraduate Diploma qualification or the equivalent from another Institute acceptable to the board, together with five years of marketing experience at management level.
- Completion of the CIM Professional Diploma in Marketing or Diploma in Professional Marketing qualification or the equivalent from another Institute acceptable to the board, together with seven years of marketing experience at management level.
- Via experience only - requires working at an operational level influencing marketing strategy for ten years, seven years at management level.
- Via marketing education - completion of the CIM Chartered Postgraduate Diploma qualification or the equivalent from another Institute acceptable to the board, together with two years of marketing teaching experience and three years of practical marketing/consultancy experience.

## Fellow (FCIM)

- MCIM level and successful completion of the CIM Level 7 qualification, together with ten years in a senior marketing management position (five years at, or close to, board level, and having held Chartered Marketer status for five consecutive years).
- **OR**, successful completion of the CIM Level 7 qualification or an equivalent qualification acceptable to the board AND holding the position of Professor or Reader, or an equivalent position acceptable to the board, for a period of at least five years.
- **OR**, Holding MCIM level, plus
  - 15 years significant marketing experience with five years at, or close to, board level, **OR**
  - 15 years significant marketing experience in a marketing consultancy with five years as a senior consultant at, or close to, board level.
- **OR**, 15 years proven marketing experience in a:
  - Sustained senior strategic marketing position including ten years at, or close to, board level, **OR**
  - Marketing consultancy with at least ten years as a senior consultant, working with clients at a strategic level at, or close to, board level.

## Chartered CPD Programme

Open to all members, our Chartered CPD Programme is a flexible framework that enables you to manage your professional development. Joining the programme provides recognition for your commitment to keeping up to date and continuously improving your knowledge and skills.

## Chartered Marketer

You can achieve Chartered Marketer status through a combination of knowledge, experience and continuing professional development. It is the opportunity to be recognised as achieving the highest level in our profession.

Open to all MCIM and FCIM members, Chartered Marketers have an exclusive logo for use on personal stationery to indicate their achievement.

## Designatory letters

Wherever you are in your career, you can demonstrate your professional commitment and credibility to your peers through designatory letters on your business cards and e-mail sign-off. These are awarded based on a combination of experience and/or qualifications.

# Be inspired

Yes, it's tough out there. But we can help you survive the challenges, adapt to take advantage of new opportunities and thrive in today's economy. Wherever you are in your marketing career, we can inspire you to achieve your goals.

- Take your career to the next level
- Transform the success of your business
- Make your mark on your market
- Put your brand in pole position
- Extend your professional network
- Accelerate your growth
- Take advantage of new opportunities
- Be recognised for your endeavours
- Create a sustainable future
- Benchmark with the best
- Do more with less

“ Becoming a Chartered Marketer demonstrates leading edge knowledge and experience, vital in today's market.

**Toni Chapman**

Luker Rowe Chartered Insurance Brokers  
& Independent Financial Advisors



# CIM Matters...

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*Power to grow.*

Being part of our community will give you the knowledge, support, network and growth to help you, your career and your business to grow.



# Chartered CPD programme

Mentoring network

Local and regional networks

Chartered CPD Programme  
and Chartered Marketer status

Moor Hall Conference Centre

Industry awards

Marketing information hotline – helps you with your general marketing queries

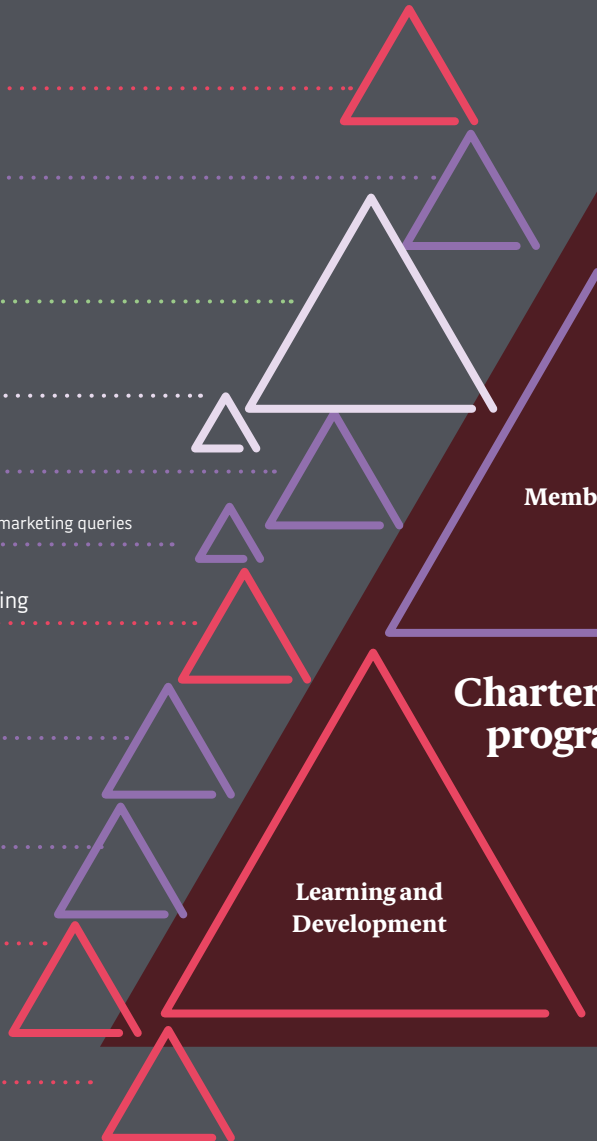
CIM Chartered Postgraduate Diploma in Marketing

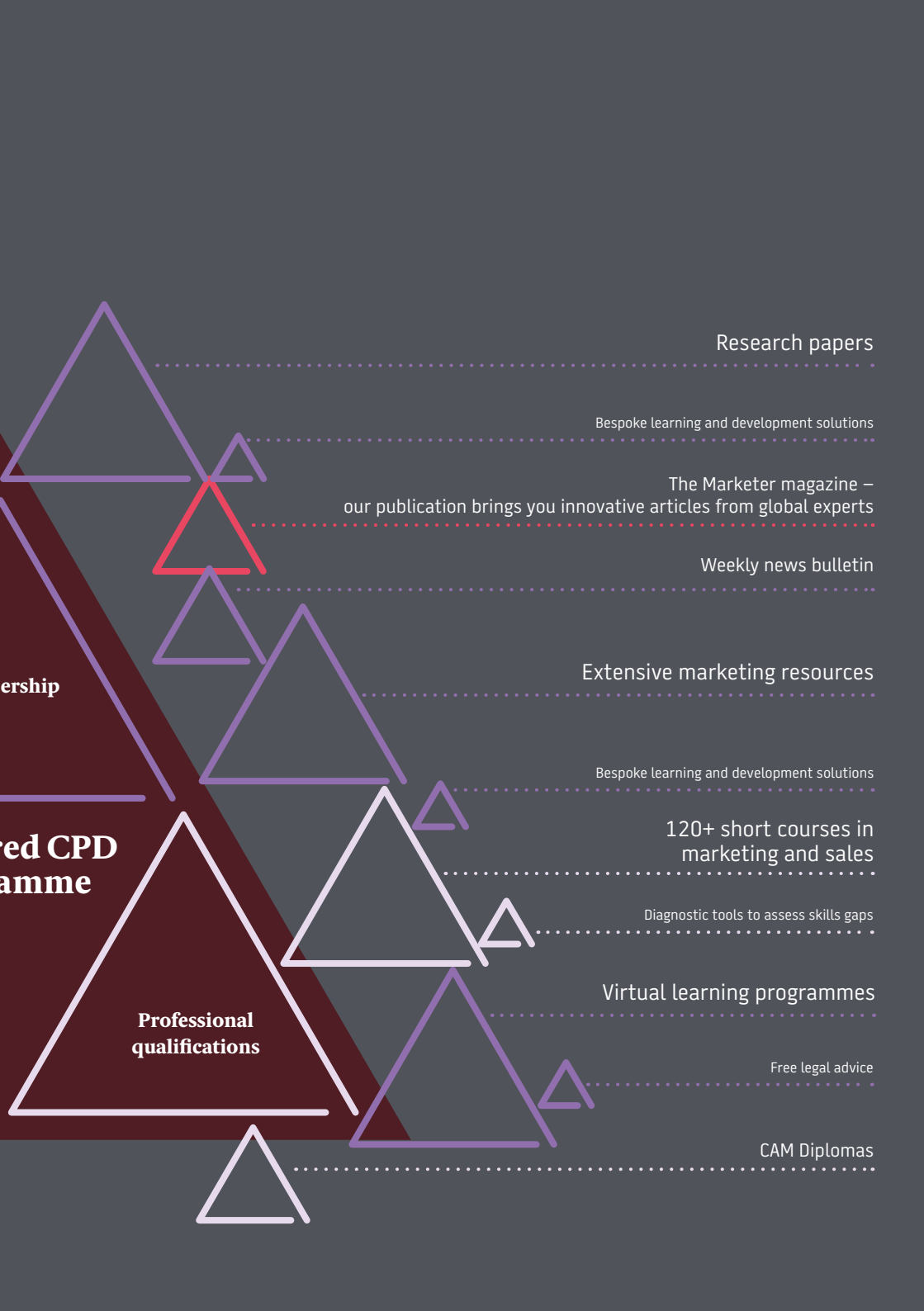
CIM Diploma in Professional Marketing

CIM Certificate in Professional Marketing

CIM Foundation Certificate in Marketing

Tailored courses for teams





Research papers

Bespoke learning and development solutions

The Marketer magazine – our publication brings you innovative articles from global experts

Weekly news bulletin

Extensive marketing resources

Bespoke learning and development solutions

120+ short courses in marketing and sales

Diagnostic tools to assess skills gaps

Virtual learning programmes

Free legal advice

CAM Diplomas

ership

ed CPD  
amme

Professional  
qualifications

# Take control with CPD

Joining CIM means being part of the world's leading marketing community.

You can benefit from this extensive network in many ways. Attend our national and international conferences and events to take part in the wider marketing agenda.

You can also take an active role in your local branch with regular seminars and networking events meeting new contacts and being inspired by leading speakers on a wide range of topics.



**1**  
**Qualification  
studies**



**2**  
**Short training  
courses and  
workshops**



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Everything from external conferences to internal development and mentoring can count towards your record.

**9**  
**Private study**

**10**  
**Development events**

**6**  
**Mentoring**

**7**  
**Conferences and exhibitions**

**8**  
**Contribution to the community**

**3**  
**Language training**

**4**  
**In-company development**

**5**  
**Imparting knowledge**

# Take control with CPD

## 1

### Qualification studies

All CIM qualifications are eligible, along with other marketing, sales or business related qualifications awarded by Government recognised educational institutions.

## 2

### Short training courses and workshops

Training courses and workshops aimed at developing your marketing or business knowledge and competence. These can take the form of distance learning training programmes.

## 3

### Language training

A recognised award that will benefit your professional development.

## 4

### In-company development

Training undertaken as part of a planned, in-company development scheme.

Promotion and appraisal – recognition will be given for your development within an organisation.

Project work – company-specific projects to recognise the interaction between marketing and other business disciplines in support of the organisation's strategy. For example, cross-organisational working, launch of a new website or new market entry plan.

## 5

### Imparting knowledge

Authorship of books, papers, journals or articles – published on marketing, sales or management related subjects. However, other areas will be considered on a case-by-case basis.

## 6

### **Mentoring**

Mentoring others or being mentored to allow for the effective dissemination of knowledge.

Part-time teaching by non-academics.

NB. Excludes consultancy work and projects undertaken on behalf of clients.

## 7

### **Conferences and exhibitions**

Conferences or exhibitions organised or accredited by CIM.

Organised by other marketing or job/industry related organisations.

## 8

### **Contribution to the community**

Our national, regional, branch and industry group committees/working parties.

Committees of other marketing organisations.

Job related committees outside your own organisation, eg trade association.

Society contributions such as charity work and School Governor.

## 9

### **Private study**

Private study involves learning new skills and/or improving marketing/management performance and knowledge.

Online research, including information extracted from marketing resources at [www.cim.co.uk/resources](http://www.cim.co.uk/resources).

Learning new job related skills.

Reading marketing and sales related publications.

## 10

### **Development events**

Marketing or business related participative development events and seminars, excluding social events and meetings that form part of your normal job role.

CPD events organised by our branches or Sector Interest Groups.

Events run by other marketing or business related organisations, including those from other professional bodies.

# CPD: How does it work?

Our Chartered CPD Programme provides a focused and logical way for you to keep learning as your career progresses. It benchmarks your skills against our Professional Marketing Standards framework which enables you to identify any gaps in your knowledge.

By recording your participation in these activities, many of which you may already be involved in, you will receive tangible proof of your commitment to ongoing development, proving to current and potential employers that you are serious about marketing and about maintaining your knowledge and skills.

## The CPD year

The current CPD year runs from 1 July 2014 to 30 June 2015.

## How do I submit my record?

Each year, you need to complete your record card with the compulsory 35 hours of activities and supporting evidence. Sign this record card and return it with the necessary evidence no later than 31 July 2015 to:

**Customer Experience, CIM, Moor Hall,  
Cookham, Maidenhead, Berkshire,  
SL6 9QH, UK.**

Alternatively, you can send your record card and evidence by e-mail. All evidence should be scanned where necessary and attached with your record card, and then e-mailed to [cpdsubmission@cim.co.uk](mailto:cpdsubmission@cim.co.uk).

## Deadline for submission?

You can submit your record card at any time throughout the CPD year but all submissions must reach us by 31 July 2015.

## What counts?

You're probably doing many of these activities already. Everything from external conferences to internal development and mentoring can count towards your record.

## Achieving Chartered Marketer status

There are two requirements for achieving Chartered status:

- A demonstration of up to date knowledge by completing two consecutive years on the Chartered CPD Programme.
- An indication of your previous qualifications and experience by holding either MCIM or FCIM grade of membership.

Once you have successfully completed two consecutive years of CPD at membership grade of MCIM or FCIM, you will automatically be made a Chartered Marketer from 1 July following the end of the CPD year.

# Chartered CPD Programme – FAQs

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The Chartered CPD Programme is our programme for continuing professional development (CPD). It allows you to demonstrate your commitment and progress to employers, colleagues, customers and suppliers. Here are a few questions that we're frequently asked together with some answers. We hope they help.

## **Our Chartered CPD Programme**

Open to all members, our Chartered CPD Programme is a flexible framework that enables you to manage your professional development. Joining the programme provides recognition for your commitment to keeping up to date and continuously improving your knowledge and skills.

## **What is continuing professional development (CPD)?**

Continuing Professional Development (CPD) is about improving and developing your skills and knowledge throughout your career. In a fast-moving profession like ours it's particularly important to keep up to date. We provide the framework to help keep your development on track.

## **Why sign up to CPD?**

Whatever stage you're at in your career, CPD can help you plan and manage your professional development to meet your career goals. It's an essential part of becoming a Chartered Marketer.

## **Is CPD for me?**

CPD is relevant throughout your career. And it's about more than just adding to your own skills or using traditional methods of personal development. Our Chartered CPD Programme encourages experienced practitioners to support the professional development of others and to use their expertise to strengthen the marketing profession.

## **Do organisations recognise CPD?**

Today, many organisations are shifting the responsibility for personal development back to the individual. The ability and insight to manage your own professional growth is now seen as a key strength.

## **How does it work?**

Each year, you need to complete a record card with the compulsory 35 hours of CPD activities and supporting evidence.

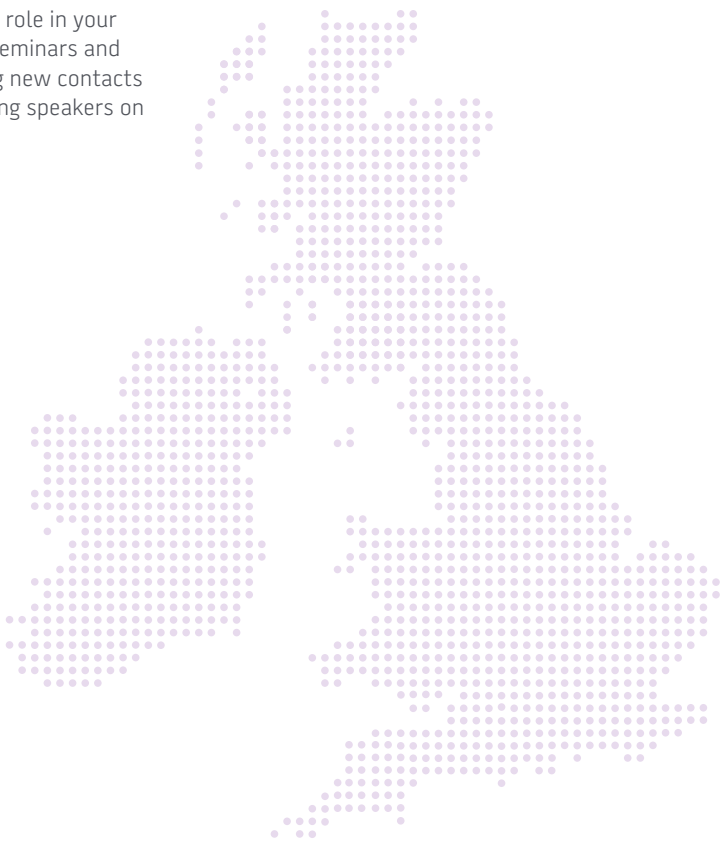
## **How do I sign up to the Chartered CPD programme?**

Exclusive to members, registration on our Chartered CPD Programme is absolutely free. Find out more at [www.cim.co.uk/charteredcpd](http://www.cim.co.uk/charteredcpd).

# Join a local, national and international marketing community

Joining CIM means being part of the world's leading marketing community. You can benefit from this extensive network in many ways. Attend our national and international conferences and events to take part in the wider marketing agenda.

You can also take an active role in your local branch with regular seminars and networking events meeting new contacts and being inspired by leading speakers on a wide range of topics.



# Join us today

## **The simplest way to join is as an Affiliate.**

It costs just £144 for the year. You get all the benefits of CIM membership including marketing resources, inspiring insights, events and networking opportunities.

Many employers are willing to cover the cost of membership as an investment in an employee's personal development.

All members can take advantage of the extensive facilities at Moor Hall, our headquarters, in Cookham, Berkshire.

## **Call our Customer Experience Team:**

**T +44 (0)1628 427120**

**E [membership@cim.co.uk](mailto:membership@cim.co.uk)**

## **or join online at:**

**[www.cim.co.uk/join](http://www.cim.co.uk/join)**

## **or download an application form:**

**[www.cim.co.uk/profjoin](http://www.cim.co.uk/profjoin)**

## **For a snapshot of your member benefits:**

**[www.cim.co.uk/benefits](http://www.cim.co.uk/benefits)**

## **To find out more about continuing professional development (CPD):**

**[www.cim.co.uk/charteredcpd](http://www.cim.co.uk/charteredcpd)**

**Your membership fee is fully tax deductible + £20 discount for direct debit.**



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