

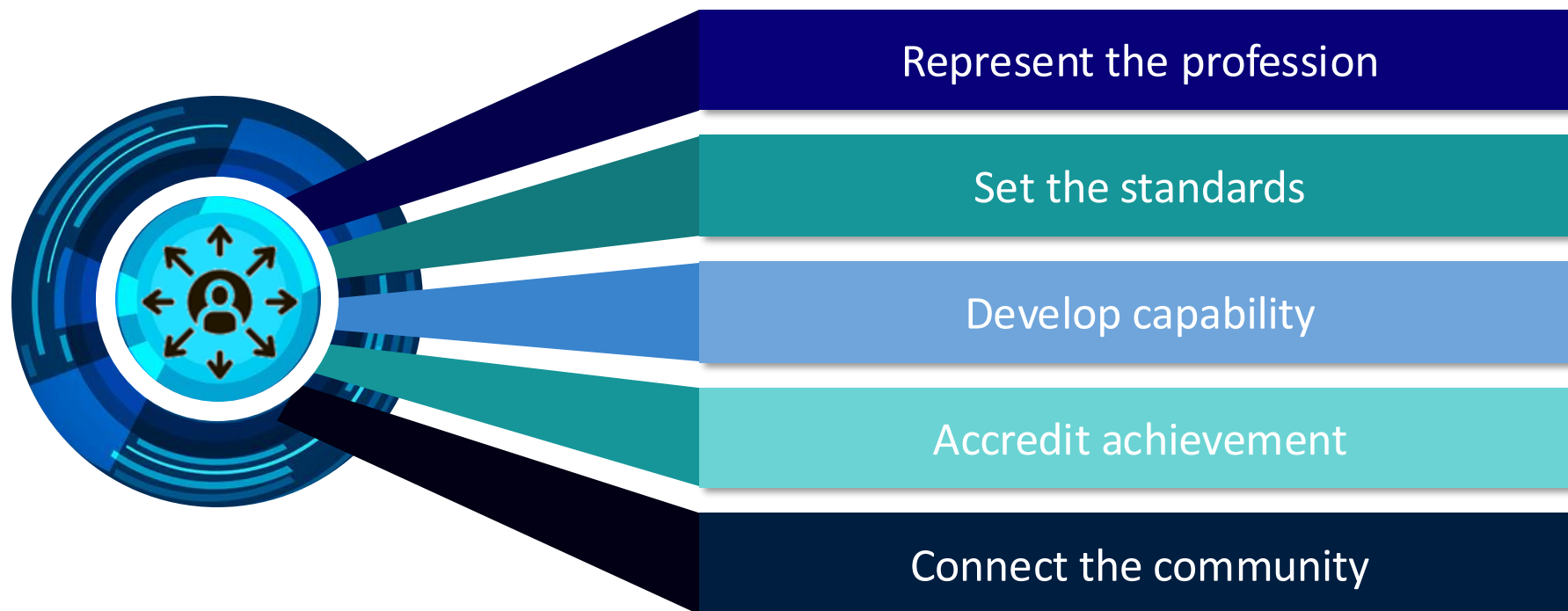


Serious about Marketing

**TVEC Skills Festival
Maureen Wincott**

September 2025





Research & Insight

Public training courses

Qualifications

Business Solutions

Membership Accreditation/CM

Informal learning & content



Marketing's role in economic recovery

Our global research indicates that the marketing industry needs to be ready to:

- Position marketing to lead the economic recovery
- Drive a more sustainable future demonstrating the value marketing can deliver across people, planet and society
- Ensure marketing teams adapt to changes in technology, data and market trends
- Motivate, retain and effectively manage people, while developing the right skills to build more effective teams
- Work towards having greater representation from diverse communities within teams
- Clearly demonstrate the value of marketing investment vs. expenditure

Views from the front line:

- *"As business transforms to become more digital, it is critical that marketing skills keep up with the changing requirements to ensure we fully benefit from new uses of data and technologies such as artificial intelligence"* – Simon Edward, IBM



CIM

Refocused Professional Standards

- Marketing competencies
- Professional conduct
- Legal and regulatory compliance
- Ethical, social and environmental best practice





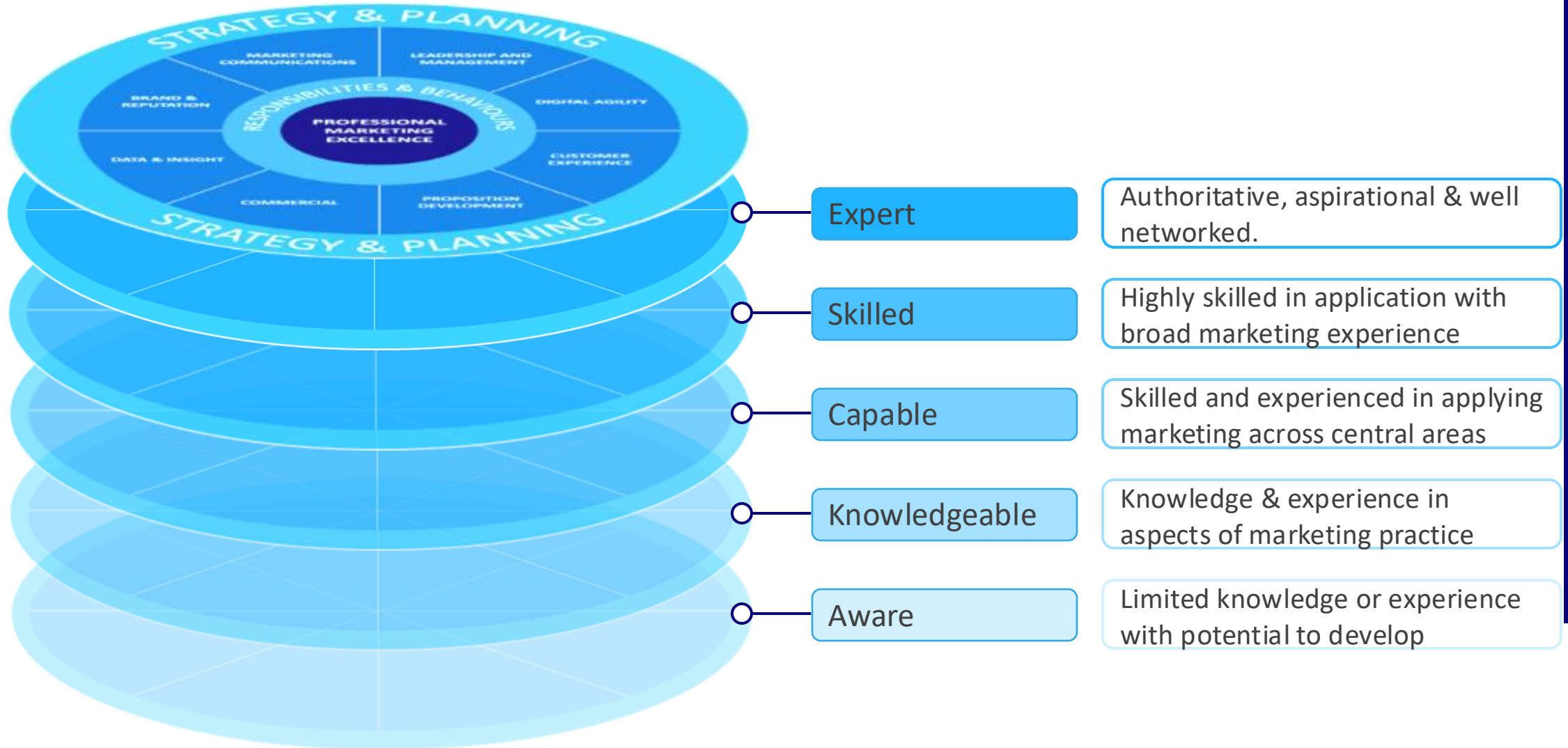
CIM Professional Marketing Framework

- Technical standards broken down into sub-categories
- Further context for understanding the requirements
- Supports planned development and management of distinct capabilities for individuals and teams





CIM Professional Marketing Framework



Coming Soon - The Marketing Capability Index

Built in partnership with Target Internet

CIM is Launching a new diagnostic tool

Covering the full marketing spectrum

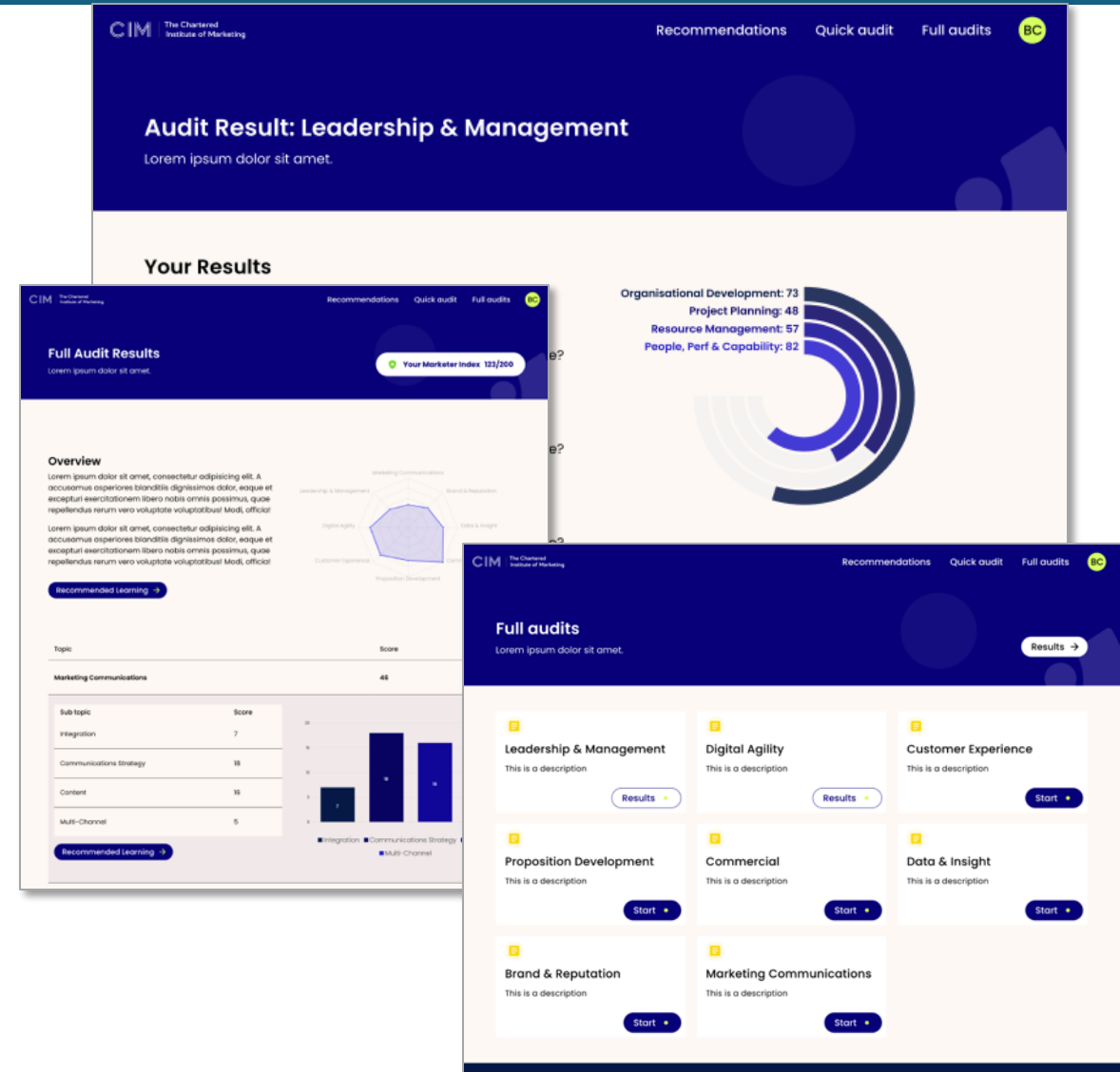
Deep dives into marketing specialism

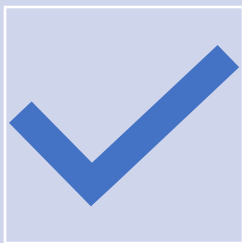
Get detailed skill gap result, suggested development

Plus- your personal Marketer Index overall score

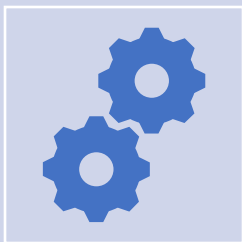


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CIM Qualifications for 2024




Built on the back on the framework

What the customer wants:

- Requests from the industry about shorter sharper qualifications
- Increasing the optionality and element of choice
- More accessible assessment opportunities to aid completion
- Increased digital specialism



**Taking what we
learnt into what we
do next**



CIM New Qualifications for 2024 – Built on our Marketing Competencies Framework



Foundation Certificate in Professional Marketing

Foundation Certificate in Professional Digital Marketing



Certificate in Professional Marketing

Certificate in Professional Digital Marketing



Diploma in Professional Marketing

Diploma in Professional Digital Marketing



Postgraduate Diploma in Professional Marketing

CIM Marketing Leadership Programme

Chartered Marketer

Chartered Marketer status recognises those marketers achieving the highest level in the profession and demonstrates commitment to staying up-to-date.

It can **only** be awarded by CIM, through a combination of knowledge, experience and continuing professional development.

As a Chartered Marketer, you will be:

- Added to the Chartered Marketer Directory, unless you request otherwise
- Issued with a Chartered Marketer certificate to recognise your achievement
- Granted use of the Chartered Marketer logo* for your personal stationery and website
- Able to use the designation “Chartered Marketer” or “CMktr” after your name.

Once Chartered, simply completing CPD every year can maintain your status and demonstrate unrivalled knowledge, skills, and commitment; all assets you can apply to meet the needs and objectives of your organisation. Looking forward you can secure new opportunities as you work your way through your career.



Why CIM?



- The only royal chartered marketing body, the largest professional association for marketers. The voice of marketing, and a not for profit.
- 25,000 members and a global reputation & reach as a centre of excellence.
- CIM plays a key role in setting the benchmark within the industry – through our own Professional Marketing Standards, and the National Occupational Standards for Marketing.
- Credible & recognised qualifications aligned to Ofqual and the European Marketing Confederation.
- A team of expert practitioners, facilitators and consultants – with a proven track record in developing and delivering world-class capability programmes for leading global organisations.





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CIM of Learner Partnerships

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