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# Table of contents

About CIM	3
The Global Professional Marketing Framework (GPMF)	4
Chartered Marketer and your professional development	6
Building confidence and careers	8
CIM qualifications	10
Training to develop individuals and teams	12
CIM Business Solutions	13
Become a member	14
CIM Business Centre	16

# About CIM

For over 100 years, CIM has been the universal voice of marketing, championing our industry and its positive impact on organisations, economies and the wider society. Today, we play a more significant role than ever in supporting, developing and representing our members and the profession around the world. Always on top of the latest developments, we offer inspiring insights and thought leadership to generate transformative discussion and ideas.

On an individual level, marketers at every stage of their career find us a trusted and people-centred provider of clear guidance, training and professional qualifications – especially on their path to being accredited as a Chartered Marketer. If it carries a CIM stamp, it's taken seriously – proof of the essential skills that boost long-term success for any business.

We're at the forefront of all that's exciting about marketing. Our services build careers and boost businesses. We continue to speak out for our industry, working alongside like-minded organisations to bring on the latest generations of talent and set professional standards for the entire marketing ecosystem.



# The Global Professional Marketing Framework (GPMF)

As the world's leading professional marketing body, we set the industry standards to ensure consistency across the profession. Our Global Professional Marketing Framework (GPMF) is the foundation for this robust approach, providing an understanding of excellence and responsible marketing. We developed the framework with input from business leaders, recruitment agencies and marketing professionals globally to identify the critical skills, behaviours and capabilities of an outstanding marketer. We identified eight broad areas of technical knowledge and expertise that the marketing profession needs. These can be broken down into more than 30 distinct skillsets that are key to success in today's industry. The GPMF is pivotal in developing the capabilities of the next generation of marketers, which is why all our products and services are based on this groundbreaking framework.



## DIRECTION

Developing capability by design for understanding and context

## CAPABILITY

Knowledge & abilities to deliver against the plan



## PROFESSIONALISM

The way we work

## IMPACT

The benefits to us, our business, the economy and society

# Chartered Marketer and your professional development

In such a fast-moving sector, it's important to prove you're up to date and committed to best practice. Our membership and continuing professional development (CPD) programme is a recognised route to becoming a Chartered Marketer.

Being a Chartered Marketer shows dedication to excellence and professional growth. It demonstrates commitment to integrity, staying ahead of trends, and using expertise to achieve impactful results for you and your business. CIM supports individuals every step of the way on their journey to become a Chartered Marketer.

This prestigious recognition is built on three key elements: Committed, Current and Competent, and is the definitive mark of a professionally certified marketer.

CIM makes it simple to demonstrate your commitment to ongoing development – Chartered Marketer status is open to Associate (ACIM), Member (MCIM) and Fellow (FCIM) members who have completed two consecutive years of CPD.

With our CPD programme, you can record your learning and development activities in each year and we'll send you a certificate that proves to employers and clients that you're serious about keeping your knowledge and skills up to date. Marketers who progress all the way to becoming chartered enjoy a unique competitive advantage that maximises their expertise and employability.

## COMMITTED

Dedicated to maintaining professional integrity through ethical and responsible marketing practices.

## CURRENT

Continuously embracing new developments and emerging trends in the profession to remain effective and competitive.

## CHARTERED MARKETER

Professionally  
certified marketer

## COMPETENT

Armed with the technical knowledge, experience and expertise to deliver high-quality marketing activity that achieves impactful results.



To get started, visit our Chartered Marketer webpage.



# Building confidence and careers

In a competitive global job market, university graduates look for ways to stand out and employers demand key knowledge and capabilities. Meeting the needs of both, CIM has partnered with over 150 accredited universities worldwide to ensure the quality and relevance of marketing degree programmes.

Based on our Global Professional Marketing Framework, CIM-accredited degrees guarantee relevant and up-to-date content, giving students the resources they need for a strong start. With CIM assessments built in, students can work towards a qualification as they complete their studies. Graduates also benefit from qualification exemptions for up to five years after finishing their degree.

While they're studying, aspiring marketers can join The Marketing Club, an exclusive community for full-time students, with access to resources, industry connections and knowledge that helps them build confidence and launch their careers. It offers unique opportunities, like The Pitch – CIM's global student competition that sets a real-world marketing challenge as a means of gaining practical experience and standing out to employers.



Contact your university and join  
The Marketing Club today.





# CIM qualifications

CIM understands that keeping up with the fast-paced marketing landscape can be challenging. Our qualifications are designed to be efficient, industry-relevant and adaptable, aligning with current professional needs. Flexible modules allow for personalised learning paths and assessments that support progression to Chartered Marketer status.



Globally respected



Focus on real-world skills



Promote digital agility, sustainability and ethical marketing



In line with industry requirements



Flexible modules create a personalised learning experience



Expert tutors and choice of study centres



Helps you work towards Chartered Marketer status



Find out more about CIM  
qualifications



# Which level suits your career goals?

Explore your options and find the right fit for your professional development.

## **Level 3: Foundation Certificate in Professional & Digital Marketing**

The Foundation Certificate in Professional & Digital Marketing is a perfect entry point for new and aspiring marketers. Our flexible module options will soon get you up to speed with the core skills and knowledge in your chosen areas. You'll gain plenty of practical skills that you can immediately apply to your role, building confidence as you learn.

## **Level 4: Certificate in Professional & Digital Marketing**

This Level 4 Certificate is designed for marketing executives with at least a year's experience in the industry (or a relevant qualification or apprenticeship) who want to apply key marketing knowledge and skills across a broad range of disciplines, while drilling down to gain a deeper, more specialist knowledge of specific areas.

## **Level 6: Diploma in Professional & Digital Marketing**

The Level 6 Diploma might be a good fit if you're an established marketer or manager (two years' experience in an operational marketing role, or a relevant degree, qualification or apprenticeship) who wants to advance strategic marketing and management skills. Select your modules to get a breadth of knowledge across many overlapping marketing disciplines while exploring certain areas of interest in greater detail.

## **Level 7: Marketing Leadership Programme and Postgraduate Diplomas**

Our Level 7 qualifications are designed for senior marketers looking to develop their leadership skills – or, if you're outside the UK, the skills to respond to international marketing challenges.

# Training to develop individuals and teams

## Training courses

CIM's globally renowned training courses give individuals and teams the skills and confidence to improve their capability and career prospects. Each course is practical, blending essential theory with real-world applications for immediate impact.

The range of over 100 courses delivered by our industry-leading experts covers everything from strategy to digital and AI to copywriting and brand. Whether you're looking for a beginner course to give you an understanding of a subject or an expert-level programme, CIM has a course for you.

## Team training

CIM offers team training for groups of five or more, ensuring your whole team is aligned and equipped to make an impact. Investing in team training strengthens collective expertise and builds a unified approach to achieving business success.



Visit our training webpage



# CIM Business Solutions

Strengthen your marketing capability by partnering with CIM. Our customer-focused approach offers flexible solutions to meet specific business goals. From contextualised training to embedded marketing academies, CIM can build the right solution for your organisation.

## How CIM works with you

### Discover:

Understand your business and current practices.

### Define:

Create a solution that fits your budget, goals and timeline.

### Develop:

Design a flexible development plan led by marketing experts.

### Deliver:

Relevant capability solutions centred around your business's needs and aspirations.

Choose CIM for training and development that empowers you, your team and your business. Let's grow your potential together.



Discover CIM Business Solutions



# Become a member

When you join CIM, you become part of a global network committed to marketing excellence. Membership demonstrates your dedication to the profession and adherence to high standards.

Membership grades	Typical profile	
<b>Affiliate Professional</b>	Ideal for newly qualified marketers or those looking to make a career change	
<b>Associate (ACIM)</b>	Perfect for marketing executives and new marketing managers	
<b>Member (MCIM)</b>	Designed for experienced marketing managers working at a strategic level within their organisation	
<b>Fellow (FCIM)</b>	For the most experienced marketers with a number of years of management experience	



Joining CIM is simple – complete the online application today.



Requirements	
Qualifications	Marketing Experience
Open to all	Actively engaged in or considering a career in marketing or has an active interest in the marketing industry
CIM Level 6 or 7 Qualification or equivalent plus	Three years' experience and influencing (or reporting to) marketing management
CIM Level 7 Qualification or equivalent plus <b>OR</b>	Five years' marketing management experience and/or significant marketing teaching experience at Level 6 or above
CIM Level 6 Qualification or equivalent plus <b>OR</b>	Seven years' experience at management level or senior consultant level
None, plus	10 years' experience (including seven years at management level)
CIM Postgraduate Diploma in Professional Marketing or CIM Marketing Leadership Programme plus <b>OR</b>	10 years' senior strategic experience with five years close to board level and Chartered Marketer status held for five years
CIM Level 7 or equivalent Qualifications plus <b>OR</b>	Holding the position of Professor or Reader (or equivalent) for five years
MCIM held for two years plus <b>OR</b>	15 years' senior strategic experience with five years close to board level or at senior consultant level
None, plus	15 years' senior strategic experience with 10 years close to board level or at senior consultant level

# CIM Business Centre

Our UK headquarters has a business space where individuals and teams can meet, network and advance their marketing careers through on-site training. This professional and productive environment embodies our commitment to excellence and award-winning hospitality. With a strong focus on professional development, the CIM Business Centre offers engaging learning experiences led by experts, fostering both growth and collaboration. Whether you're looking to enhance personal skills or strengthen your team's capabilities, the CIM Business Centre is the perfect place to support your journey in marketing.



Discover more today










# Notes





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