



Professional  
Marketing Qualifications

# Are you serious about your marketing career?

Good. So are we.

Our new qualifications 2024/2025



At CIM, we're serious about marketing and so we're changing the landscape of professional marketing qualifications with a fresh new syllabus that offers greater choice, industry relevance and accessibility. Among the changes introduced for 2024 are modules on AI, sustainability and commercial intelligence. Assessment options are flexible and frequent, meaning you can fit your learning around your life and get CIM-qualified faster than ever before.



# Why become a qualified professional marketer?

To be taken seriously in marketing, it's crucial to demonstrate the right skills and knowledge and a deep commitment to the industry. This means staying current with trends, actively building connections, and engaging in continuous learning. A clear way to showcase this dedication is by stepping onto a recognised pathway for professional development. Perhaps you're at the start of your career – considering a range of education options or trying to land that first professional role. You might already be working in marketing and wondering whether you can fit in studying as well. Either way, it's worth knowing about the many benefits of a professional qualification.

## Benefits of professional qualifications



Gives you a competitive advantage



Practical, competency-based learning with an industry focus



Gives you the knowledge and skills to progress along your chosen career path, specialise, or even change direction



Boosts confidence and credibility



Highly valued by employers



An accessible and flexible route to gaining a qualification

Investing in a professional marketing qualification not only keeps your skills sharp and your knowledge up to date but also positions you to work more effectively at any stage of your career. In the long run, this commitment to professional development can significantly enhance both your career progression and your earning potential.

# Why choose a CIM qualification?

We know that in the diverse and fast-moving world of marketing, maintaining the 'right skills' can feel like a job in itself. Worthwhile qualifications demand an investment of time, money and effort, and there are so many options to choose from. And, of course, they don't all reflect recent industry changes.

If you're serious about marketing, join CIM and you'll have a lifelong career partner that can guide you through the personalised learning route that's right for you. We've done extensive research into which skills the profession needs and updated our syllabus accordingly, so you can be sure that a CIM qualification is relevant and industry-focused. Our flexible module options mean you can focus on the skills that are relevant to you, based on your background, marketing niche and career goals. We've made the study process as quick and easy as possible too, with online assessment and a complete pathway all the way 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

# Which qualification is right for me?

## Which level suits your career goals: Level 3, Level 4, Level 6 or Level 7?

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.

# Our qualifications

We've developed our Global Professional Marketing Framework (GPMF) with input from business leaders, recruitment agencies and marketing professionals globally to identify the critical skills, behaviours and attributes 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 qualifications are based on this groundbreaking framework.

## DIRECTION

Developing capability by design for understanding & context

## CAPABILITY

Knowledge & abilities to deliver against the plan



## PROFESSIONALISM

The way we work

## IMPACT

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

## How it works

1

**Personalise your qualification** by choosing the modules you want to study.

**Find a study centre** that offers your choice of modules and study preferences.

2

3

**Become a CIM studying member** to complete your qualification and access study resources.

**Celebrate your new professional qualification** (and don't forget to use your digital badge on emails and LinkedIn!).

4

## LEVEL 3: KICK-START YOUR MARKETING CAREER

# Foundation Certificate in Professional & Digital Marketing

Gain essential skills and hands-on experience as you build the foundations for a successful career in marketing. The CIM Level 3 qualification puts you in a great position for future progression.

### Choose your modules

Select **two modules** to **total 24 credits** for your Level 3 Foundation Certificate. You can now achieve an Extended Foundation Certificate by topping up with an additional module.

**Marketing Essentials**  
12 credits (mandatory)



Select **ONE** of these

**Content & Channels**  
12 credits

**Marketing Insights**  
12 credits





## LEVEL 4: ADVANCE YOUR MARKETING CAREER

# Certificate in Professional & Digital Marketing

Unlock career opportunities and develop your confidence. Our Level 4 Certificate helps you prepare for your next career move as you balance a broad base of knowledge with specialist expertise.

### Choose your modules

Select **four modules (50 credits)** for your Level 4 Certificate. You can now achieve an Extended Certificate by topping up with an additional module.

**Marketing Impact**  
20 credits (mandatory)



Select **ONE** or **TWO** of these

**Responsible Marketing**  
10 credits

**Planning Integrated Campaigns**  
10 credits



Select **ONE** or **TWO** of these

**Content Marketing**  
10 credits

**Search Engine Optimisation**  
10 credits

**Martech**  
10 credits

**Social Media Marketing**  
10 credits

## LEVEL 6: ELEVATE YOUR MARKETING CAREER

# Diploma in Professional & Digital Marketing

Excel as a rounded marketing professional as you enhance your strategic and management skills. The CIM Level 6 Diploma will help expand your understanding of wider marketing activities and prepare you for high-level opportunities.

### Choose your modules

Select **four modules** to **total 50 credits** for your Level 6 Diploma. You can now achieve an Extended Diploma by topping up with an additional module.

**Strategy & Planning**  
20 credits (mandatory)



Select **ONE** of these

**Commercial Intelligence**  
10 credits

**Societal Impact**  
10 credits



Select **ONE** or **TWO** of these

**Customer Journey Optimisation**  
10 credits

**Brand Proposition**  
10 credits

**Content Strategy**  
10 credits



Select **ONE** of these

**AI Marketing**  
10 credits

**eCommerce**  
10 credits

**SEO & Paid Search Management**  
10 credits

**Social Media Management**  
10 credits

## LEVEL 7: DEVELOP YOUR LEADERSHIP SKILLS

Continue to progress in your career as you add value to your organisation across global markets. CIM's Level 7 qualifications will build further on your strategic marketing skills and help you apply them at the highest level.

# Marketing Leadership Programme

This programme will help you use enhanced leadership skills to turn business challenges and disruption into opportunities. You will need to complete both mandatory modules and choose one elective module.



# Postgraduate Diplomas

The Postgraduate Diploma in Professional Marketing and the Postgraduate Diploma in Sustainable Global Marketing have been developed for senior marketers outside the UK who are looking to move to a more strategic management role. They focus on the knowledge and skills needed to respond to international marketing challenges.

Both postgraduate diplomas have two mandatory modules and one elective module. All modules can be studied as an individual award.

## Postgraduate Diploma in Professional Marketing



## Postgraduate Diploma in Sustainable Global Marketing





### **The global standard for marketing qualifications**

As the professional body for marketing, CIM is responsible for defining and embedding professional standards. As a result, CIM members, partners and affiliates are all highly regarded by association, and our Chartered Marketers enjoy a unique competitive advantage. Our qualifications, which are recognised by businesses all over the world, are Ofqual-regulated, accredited by the European Marketing Confederation, and underpinned by our Global Professional Marketing Framework, so you can be confident you'll have a clear pathway for professional growth.



### **Research-led, real-world content**

Because our qualifications are regularly reviewed by experts, they always reflect industry needs, are highly regarded across the sector and are frequently specified by recruiters. We're serious about addressing skills shortages, especially in areas such as digital technology, sustainability and responsible marketing. We also know that more than half of marketers are concerned that new tools like AI will overshadow parts of their job and hamper their personal development. Our new qualifications offer practical, digital-focused learning that can be directly applied to real-world scenarios and give you the skills to use emerging technologies to your advantage – to carry out your role successfully and for the benefit of marketing more generally.



### **Expert, practice-led teaching**

Expert tutors from our network of accredited study centres will help you access the marketing skills, up-to-date knowledge and confidence needed to make a real impact in your work. As part of CIM's prestigious global community, you'll also gain the professional recognition to maximise your expertise and employability. You'll earn CPD credits as you learn so you can demonstrate a level of commitment and capability to current and future employers.



### **Flexible, customisable learning**

Our global network of accredited study centres offers a choice of learning modes: virtual for an engaging and interactive online classroom experience, e-learning for independent study with maximum flexibility, face-to-face for real-life interaction, or a blend that suits you. You can study at your own pace, fitting learning around your other commitments: our modular awards make studying manageable and affordable. It's quicker than ever to get CIM-qualified because we've introduced smaller 10-credit modules that can be completed and swiftly integrated into your practice. Customise your qualification by choosing the disciplines that interest you, balancing breadth of knowledge with a deeper specialist expertise in key areas.



### **A lifelong partnership**

At CIM, we're serious about our long-term commitment to our members – think of us as your lifelong career partner. That's why we offer a personalised approach to professional development, always championing a responsible, ethical approach to marketing.

# Boosting business

Remaining competent, up to date and relevant is a very real concern for marketers, especially given the rapid pace of change in the sector.

CIM's commitment to enhancing standards and professionalism across the industry embraces much more than our suite of qualifications. Underpinned by our recent research into the skills and behaviours needed by today's marketing profession, our range of business solutions can help you drive organisational success through your people.

We're keen to work with you to train, develop and grow your team's skills to keep up with the ever-evolving landscape of marketing. Whether you want to stay ahead of emerging technologies such as AI or get up to speed with privacy regulations or data analysis, we can equip your marketers with the knowledge and expertise that we know the industry needs. And, at an organisational level, developing industry-recognised skills and behaviours can raise the profile of your marketing team more widely. You can feel confident about the value of investing in your people with CIM.



# More about CIM

At CIM, we're committed to supporting you throughout your career and making sure you have the strategic and tactical skills needed to meet the increasing demands of the marketing industry.

Representing the world's largest community of marketers, we're proud to be a globally influential organisation with a smaller and more modest superpower: individual professional development. We champion what is, at heart, a 'people profession', giving marketers the skills, support and confidence to flourish at all stages of their careers.



With over 24,000 members – including more than 3,100 accredited Chartered Marketers – CIM has been at the forefront of marketing education and professional development for well over a century.





## Find out more

We'd really like to help you find the professional development path that's right for you.

Get in touch with CIM and you can speak to a real person! Talk to us about anything from individual goals to company-wide skillsets. Maybe you'd like to find out more about choosing modules or balancing study and other commitments.

Our friendly team would love to hear from you. Give us a call on **01628 427222** or have a look at [cim.co.uk/qualifications](https://cim.co.uk/qualifications).



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