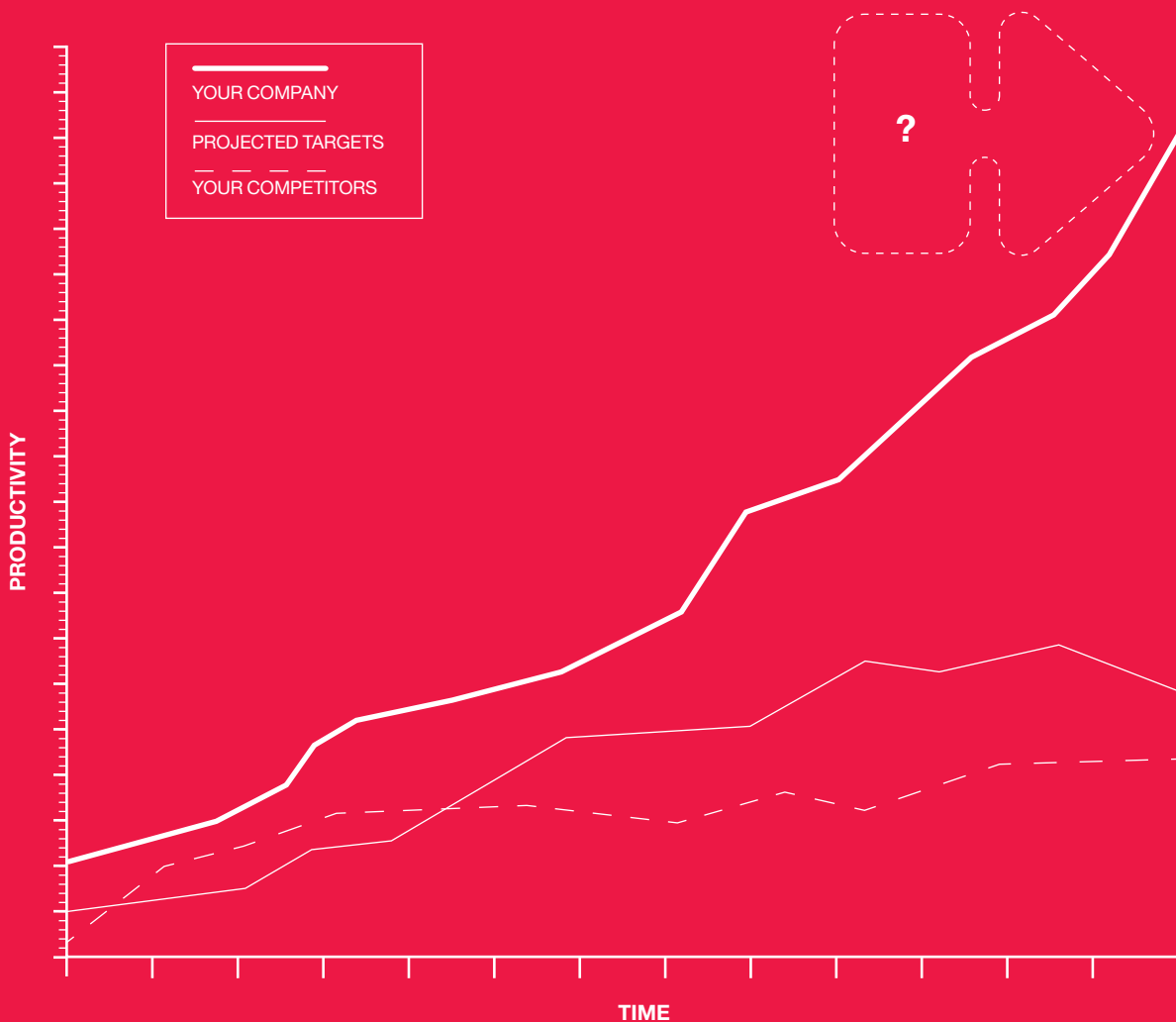


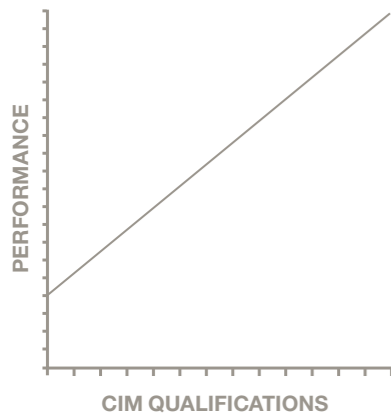
Where can qualified marketers take your business?

Could your business do with a lift?

Putting your employees through internationally recognised CIM qualifications gives them practical skills and knowledge that will help your business grow, help you to understand and serve your customers better and therefore to improve on the bottom line.

The result will be the very best return from your marketing and training budgets.





What do you need to succeed?

Formal qualifications are all very well in theory but the bottom line for any business is performance.

At The Chartered Institute of Marketing (CIM) we are committed to giving your marketing professionals the relevant skills and knowledge they need to make a real difference in the workplace, through a unique set of qualifications that is simply unrivalled in the market.

Our marketing qualifications:

- Are industry standard – each qualification contains content developed from feedback from employers who have stated what skills and competencies they expect marketers to have. The qualifications are also mapped to the new Government Occupational Standards in Marketing as defined by the Marketing & Sales Standards Setting Body (MSSSB) www.cim.co.uk/standards
- Give you a better return on your training investment by improving results for your business. We can help your staff to master practical skills ranging from how to navigate their way through modern technology, to legislation, ethics, project management, planning and consumer insight

‘As an employer with a large marketing team, we find that those with CIM qualifications have a much better understanding of the wider impacts of their roles, and of marketing in the bigger business picture. They are more capable of thinking through the impacts of both tactical and strategic work, and are usually better at determining appropriate ROI measures.

Whichever method chosen, the work is grounded in good theory, but shows practical applications, making it very relevant and useful within the business context.’

Dawn Holmes FCIM Chartered Marketer,
Marketing Manager, Brother UK

Business proposition



Our marketing qualifications:

- Help you to increase staff loyalty and satisfaction through achievement in an industry famed for its high churn rate
- Are suitable for all your marketing staff – whether they are just starting out in marketing, senior marketers with responsibility for entire departments...or somewhere in between

While studying and once qualified, your staff will have access to a range of services available to CIM Members which, in turn, can be of significant benefit to your business. Your organisation will have access to the world’s most comprehensive portal of marketing information and be able to make use of an invaluable legal service providing guidance on marketing law.

‘CIM’s courses are simply the best value for money around and our company has put all our sales and marketing team on various certified and non-certified courses... feedback from our staff is extremely positive.’

John Angus MCIM, Sales Director, Shetland Catch Ltd

How does it work?

Whether you work in B2B, B2C, the not-for-profit or public sectors, our qualifications are internationally recognised and based on constant and detailed feedback we receive from employers all over the world. Most importantly, the return can amount to many times the initial investment.

Flexible study

We make studying for CIM qualifications as flexible as possible:

- Employees can study in a way that suits them – and you. As well as part time evening classes we also offer residential courses, intensive weekend classes and blended or distance learning options
- The amount of time it takes to get qualified depends on the study method, but can be as little as a few months for the Introductory Certificate or one year for the higher level qualifications
- Those taking CIM qualifications are assessed either by exam or a project based assessment which can involve solving specific challenges within your own company – providing you with a good return on investment. We have seen many organisations change their practices and improve their business as a result of a work based assignment

What are you waiting for?

To find out more about the qualifications we offer and how they can help your business, contact us today.

Call our customer contact team on +44 (0) 1628 427120 or Email: qualifications@cim.co.uk

Where will it take my company?

‘Land Rover Kenya is proud to support the high qualifications, standards and ethics set by The Chartered Institute of Marketing. Many top East African companies that are quoted on the stock exchange, like ours, recruit top CIM qualified marketers to contribute to the pool of high quality achievers.’

**Chris Diaz DipM FCIM Chartered Marketer
Director, CMC Land Rover, Kenya.**



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