

## CIM Professional Marketing Standards

CIM's Professional Marketing Standards have been developed through extensive research with employers and leading academics. They provide a practical and sound framework defining the competencies required of marketing professionals at all levels.

Employers can use this framework for assessment and to define and develop programmes to improve skills within their marketing team.

CIM's new marketing qualifications and training courses are based on this framework ensuring that marketers at all levels of seniority gain the practical skills that employers require to improve business performance.

## CIM Members' Code of Professional Practice

In line with CIM's Professional Marketing Standards, CIM members must adhere to a strict code of professional practice.

This code requires each individual to:

- Demonstrate integrity, bringing credit to the profession of marketing
- Be fair and equitable towards other marketing professionals
- Be honest in dealing with customers, clients, employers and employees
- Avoid the dissemination of false or misleading information
- Demonstrate current knowledge of the latest developments and show competence in their application
- Avoid conflicts of interest and commitment to maintaining impartiality
- Treat sensitive information with complete confidence
- Negotiate business in a professional and ethical manner
- Demonstrate knowledge and observation of the requirements of other codes of practice
- Demonstrate due diligence in using third party endorsement which must have prior approval
- Comply with the governing laws of the relevant country concerned.




# Professional Marketing Standards

*A guide for employers*



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 <b>RESEARCH AND ANALYSIS</b>		<b>STRATEGY AND PLANNING</b>		<b>BRANDS</b>		<b>IMPLEMENTING MARKETING PROGRAMMES</b>												<b>MEASURE EFFECTIVENESS</b>		<b>MANAGING PEOPLE</b>					
<b>Scope</b>		Understand markets		Develop strategy and marketing plans		Develop and manage brands and reputation		Communicate with stakeholders		Manage products and services		Manage and set price		Manage channels		Manage customer relationships		Manage programmes and projects		Monitor and evaluate the effectiveness of marketing		Managing marketing teams			
<b>Business Competency</b>		Obtain information about markets	Analyse information	Influence strategy formulation	Produce marketing plans	Create effective brands	Manage brands and brand reputation	Develop effective communications	Deliver effective communications	Develop competitive products and services	Manage competitive products and services	Develop competitive pricing policies	Implement pricing policies	Develop effective channels to market	Provide support to channel members	Maintain and improve customer relationships	Deliver effective customer service	Plan and prepare projects	Manage the running of programmes and projects	Measure the effectiveness of marketing activities	Explain the success or failure of marketing activities	Develop teams and individuals to enhance marketing performance	Work with other functions and disciplines	Enhance own performance	Manage change
<b>Senior (direct/guide)</b>		Define intelligence requirements and lead the intelligence gathering process	Develop a detailed understanding of the organisation and its environment	Promote strong market orientation and influence strategy formulation and investment decisions	Specify and direct the marketing planning process	Promote organisation-wide innovation/cooperation in development of brands	Distill the essence of brand and direct/coordinate a portfolio of brands	Develop and direct an integrated marketing communications strategy	Lead the implementation of the integrated marketing communications strategy	Promote organisation-wide innovation/cooperation in the development of products and services	Direct and maintain competitive product/service portfolios	Promote the strategic and creative use of pricing	Lead the implementation of the strategic and creative use of pricing	Select and monitor channels to meet the organisation's needs in a changing environment	Direct and control support to channel members	Promote and create a customer orientation and infrastructure for customer relationships	Direct and control information and activities that deliver customer relationships and service	Establish/maintain a project management framework in line with strategic objectives	Direct and control the delivery of programmes and projects	Establish and promote the use of metrics to improve marketing effectiveness	Create a system of critical review and appraisal to inform future marketing activity	Provide professional leadership and develop a cooperative environment	Promote crossfunctional working linked to brands & integrated marketing activities	Promote and create an environment for career and self-development	Contribute to organisational change and define and communicate the need for change within departments
<b>CIM Professional Postgraduate Diploma in Marketing</b>												<b>CIM Professional Postgraduate Diploma in Marketing</b>													
<b>Manager (manage)</b>		Identify information requirements and manage projects and the MkIS	Evaluate and present information for business advantage	Contribute information and ideas to the strategy process	Create competitive operational marketing plans	Create and build competitive brands	Manage competitive brands and coordinate brand support activities	Create effective communications plans	Manage communications activities	Prepare business case for a product/service and progress it to market	Manage and maintain competitive products/services or portfolio	Create competitive and sustainable pricing strategies	Manage the implementation and monitor the effectiveness of pricing strategies	Establish and develop effective support for channels to market	Manage and monitor support to channel members	Establish and monitor activities and information for delivering effective customer relationships	Manage and monitor provision of effective customer service	Plan marketing projects and prepare budgets	Manage and report on delivery against plan and objectives	Define measurements appropriate to the plan or business case and ensure they are undertaken	Evaluate activities and identify improvements using measurement data	Manage a marketing team	Maintain relationships with other functions and disciplines within the organisation	Encourage and help others to develop their competencies relevant to marketing roles	Embrace change and influence others to modify behaviours and attitudes
<b>CIM Professional Diploma in Marketing</b>												<b>CIM Professional Diploma in Marketing</b>													
<b>Practitioner (do)</b>		Collect information	Interpret and present information	Contribute information and ideas to the strategy process	Contribute to the production of marketing plans and budgets	Contribute to the creation and building of brands	Manage a competitive brand	Develop indirect and direct communications	Deliver direct or indirect communications	Contribute to the development of products and services	Manage and maintain competitive product/service	Contribute to the development of pricing policies	Implement pricing policies	Develop effective channels to market	Provide support to channel members	Manage or support customer relationships	Deliver effective customer service	Contribute to planning and budget preparation	Monitor and report on project activities	Collect, synthesise, analyse and report measurement data	Participate in reviews of marketing activities using measurement data	Contribute to effective performance as a member of a team	Exchange information with others inside and outside the marketing function	Review and develop one's competencies	Embrace change and modify behaviours and attitudes
<b>CIM Professional Certificate in Marketing</b>												<b>CIM Professional Certificate in Marketing</b>													
<b>Support</b>		Support the information gathering process	Support the analysis process	Support information gathering as part of the strategy process	Contribute information to marketing plans	Assist in the creation and building of brands	Assist in the management of brands	Assist in the development of communications	Assist in the delivery of communications	Assist in the development of products and services	Support the management of products/services	Support the development of pricing policies	Support the implementation of pricing policies	Support the development of effective channels to market	Assist in supporting channel members	Assist in managing or supporting customer relationships	Assist in delivering effective customer service	Support project planning and budget preparation	Assist in monitoring documentation and reporting on projects	Support collection and reporting of measurement data	Support reviews of marketing activities	Contribute to effective performance as a member of a team	Assist in the exchange of information with others inside and outside the marketing function	Review and develop one's competencies	Embrace change and modify behaviours and attitudes
<b>CIM Introductory Certificate in Marketing</b>												<b>CIM Introductory Certificate in Marketing</b>													