

WHY INVEST IN PROFESSIONAL MARKETING QUALIFICATIONS FOR YOUR MARKETING TEAM?

No matter what industry, you need practical and relevant marketers who keep abreast of everything, from new digital trends and shifting consumer behaviours, to the very latest techniques for collecting and analysing data. Your marketers need to be aware of it all, including the bigger business issues around strategy and process to support business growth.

Our qualifications are based on employer input and ongoing feedback, sharing the skills and knowledge required for today's marketers.

WHAT OTHERS SAY:

“ I believe it is invaluable for the development of my team to be CIM qualified marketers. In my experience, having CIM qualified team members really helps improve team and organisational performance.

Stewart Elliston, Principle BD Manager, Freeths. ”

“ Studying a CIM Professional Marketing Qualification has enabled me to take more of a strategic approach to my daily work. It has given me a wider view towards marketing planning and a better understanding of what my clients are trying to achieve. ”

Matt Rowbotham, Account Manager, Article 10.

ABOUT CIM:

CIM is regulated by Ofqual and is accredited by the European Marketing Confederation. For over 100 years CIM has been supporting, representing and developing marketers, teams, leaders and the profession around the world. Our range of professional marketing qualifications, along with our many membership benefits, enable modern marketers to thrive in their roles and deliver long term success for their businesses.

Increase your team and business performance by giving your employees something that can truly boost their confidence in their skills.

On average marketing generates

19%
growth in revenue.¹

Keep your business growing with marketers that stay ahead in their field, have up to date skills and understand the latest trends in marketing.

6 in 10

marketers say the pace of change in marketing is greater than ever and the marketing skills set required has completely changed over the past ten years.²

Investing in your staff is one of the best ways to retain them and a qualification demonstrates that commitment from the business.

54%

of all marketers surveyed are considering a career move in the next 12 months³ and

15%

of marketers who did move role last year cited this to a lack of career development.⁴