

Sponsoring an employee – your questions answered

Who are The Chartered Institute of Marketing?

The Chartered Institute of Marketing (CIM) is the leading international professional marketing body. We define the marketing standards that operate in the UK and champion best practice globally. We exist to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. We do this by providing membership, qualifications and training to marketing professionals around the world. www.cim.co.uk

Why a CIM professional marketing qualification?

CIM stands heads and shoulders above all others when it comes to gaining internationally recognised professional marketing qualifications. We are the only organisation able to offer chartered status in the industry, but most importantly, our qualifications are based on detailed research and constant feedback from employers, industry leaders, academics and even students... all of whom have told us the skills and knowledge they need from marketing professionals.

How do I benefit from my employee taking this qualification?

Not only will investing in your employees encourage staff retention and loyalty and increase morale in the workplace, it can also play a critical role in ensuring your company reaches its targets and maintains its competitive edge. CIM professional marketing qualifications will guarantee that your marketers keep abreast of the new approaches and regulations in the industry, from the impact of technology to the tightening grip of the law on marketing activity. And don't forget our qualifications are based around the skills defined by employers, such as you, as necessary to meet today's business demands. For more information on CIM professional marketing standards visit www.cim.co.uk/standards

How does my employee benefit from taking this qualification?

As well as gaining kudos in their professional status, a CIM professional marketing qualification will equip your employee with the confidence, knowledge and expertise needed to meet the demands of modern business and drive your organisation forward. They will also enjoy all the benefits of being a CIM member, including gaining access to a wealth of information on the marketing industry, equipping them to make faster, better informed decisions via a central resource of knowledge. In addition, members can utilise our information hotline and library that offer free and discounted advice on any topic, plus receive discounts on a huge array of services, including free legal advice and corporate travel. For full details on all our member benefits visit www.cim.co.uk/benefits



What about employees working full time and studying at the same time?

We understand that full time study is not always feasible, so our range of flexible study methods enables your employee to study around work and other commitments. Taking time to consider the options is important so that the most appropriate mode of study is chosen to fit with each individual's personal learning preference, timeframes and lifestyle. Study options include evening classes at one of our accredited study centres, blended e-learning that combines classroom and online delivery, intensive residential learning and distance learning. For full information on these options log on to www.cim.co.uk/qualifications

How much time off will my employee need?

There are two exam sessions in June and December each year and typically an employee could be given the day of the exam off and study day/s before hand to complete revision. Assessment can also be done via assignment, meaning that no exam leave is required and because our qualifications are based on applying knowledge to real working situations you may also benefit from a tailored report on a certain aspect of your company.

How long does it take?

Any of our qualifications can be achieved within one academic year. The amount of hours of study required depends on the learning method selected.

How much does it cost?

The cost of our qualifications depends on the learning method chosen and the qualification taken. Please contact the chosen accredited study centre for more details on tuition fees. www.cim.co.uk/studycentres

***If you would like more information on any aspect of CIM qualifications or membership please get in touch with our customer contact team who will be happy to help.
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