

CIM

Accredited Degree



From Graduate  
to Professional Marketer

## StepOne

Find out if your degree qualifies for exemptions

## StepTwo

Choose which qualification or award you wish to study

## Who are CIM?

For over 100 years CIM has been supporting, representing and developing marketers, teams, leaders and the profession as a whole. We have unrivalled breadth, depth and diversity, making us not just the largest community of marketers, but one with impact. Therefore, CIM is the world's leading professional marketing body.

## What is CIM Accredited Degree?

The Chartered Institute of Marketing work alongside leading universities around the globe, mapping their degree content against CIM's qualifications to provide you with exemptions on modules. This means you can do as little as only one assessment to gain an additional qualification alongside your degree.



A lot of my progression in my career is down to the practical skills I gained through CIM. CIM Accredited Degree has enabled me to stand out as a graduate and gain a professional recognition I can now use with employers and when networking

### **Bradley Johnson**

Corporate Communications  
Manager



Prior to entering the tough job market, it was important for me to seek extra experience that would give me the competitive edge against other candidates. Therefore, I chose to gain a CIM accreditation in addition to my degree, as this is a qualification that employers hold in high regard. The skills I gained have been transferable in the work place enabling me to quickly adapt to my role

### **Paige Daley**

Account Executive



# StepThree

Sign up as a CIM member

## Why do an additional qualification?

Research by CIM's Alumni Survey 2019 has found that last year, 94% of CIM graduates across the world said they feel more confident in their capabilities since qualifying and many reported pay increases. A panel of senior marketers showed that 87% held at least one CIM qualification. By completing a minimum of one assessment to gain an additional qualification on top of your degree, it will give you the additional practitioner experience to stand out from the crowd and increase your chances of securing your first-choice graduate position. A CIM qualification is sought after by employers worldwide and provides you with the professional skills employers require – meaning you'll add value to an organisation and be able to adapt to the many roles of a marketer.

### Now not the right time?

If you register within 3 years of graduating, you have up to 5 years to complete your CIM qualification with the exemptions and utilize CIM's flexible learning options to fit around your lifestyle.

## Why CIM?

Being a CIM member, your progression doesn't end after CIM Accredited Degree. Constantly better yourself and develop your skills through the up to date content and CPD programme CIM provides to its members.

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Marketing career experts say the Chartered Institute of Marketing qualifications are what most HR departments and seasoned Marketing Directors are looking for

### Simply Marketing Jobs

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The ofqual-regulated CIM provides a range of globally-recognised marketing qualifications, plus bite-sized flexible modules

**Editor, Emma Knowles**  
Prospects

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