

CIM QUALIFICATIONS

ALL YOU NEED TO KNOW



ADVANCE YOUR
MARKETING
CAREER

CIM

Approved Study Centre

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WHAT IS THE CIM?

The Chartered Institute of Marketing (CIM) is the professional body for all those working within the Marketing profession. CIM qualifications enable you to learn in a way that suits your lifestyle - from bite-size flexible modules to full qualifications. Each module is based on CIM's unique Professional Marketing Competencies designed to help marketers meet the increasing demands of them at every stage in their career. The CIM has been running for over 100 years and currently has 14,000 studying members in 110 countries. CIM qualifications are recognised all over the world and provide a competitive advantage to studying members. CIM's aim is to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results.



WHY OAKWOOD?

Oakwood continues to work hard to understand and respect issues relating to local culture. This is an important factor which is incorporated throughout our business philosophy all the way to our delivery methodology, and why we run very interactive programmes.

Clearly there is some theory involved but we ensure that we then use this to demonstrate how this is implemented with practical applications back in the workplace. We try to ensure our students remain engaged and have some fun along the way. We believe that people learn most when they have a smile on their face.

OUR CIM PROGRAMMES

FROM LEVEL 3 TO 7

LEVEL 3
FOUNDATION

FOUNDATION
CERTIFICATE IN
MARKETING

LEVEL 4
INTERMEDIATE

CERTIFICATE IN
PROFESSIONAL
MARKETING

LEVEL 6
INTERMEDIATE

DIPLOMA IN
PROFESSIONAL
MARKETING

LEVEL 6
INTERMEDIATE

DIGITAL DIPLOMA IN
PROFESSIONAL
MARKETING

LEVEL 7
ADVANCED

POSTGRADUATE
DIPLOMA IN MARKETING

CIM LEVEL 3 FOUNDATION CERTIFICATE IN MARKETING

The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally when you are new to marketing. We bring learning to life through meaningful assessments which reflect the demands of the modern industry. As a result, you will develop a good understanding of the wider role of marketing and how your practical skills can be applied to future career progression.



CIM LEVEL 4 CERTIFICATE IN PROFESSIONAL MARKETING

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry.

CIM LEVEL 6 DIPLOMA IN PROFESSIONAL MARKETING

The Diploma in Professional Marketing gives you the required knowledge, skills and understanding at management level to take a strategic approach to marketing planning. By understanding key marketing metrics and measurement techniques you will be able to interpret relevant insight and make informed strategic decisions.

CIM LEVEL 6 DIGITAL DIPLOMA IN PROFESSIONAL MARKETING

The Digital Diploma in Professional Marketing gives the knowledge, skills and understanding at management level to take a strategic approach on digital marketing. By understanding how to improve the entire digital experience and optimise all channels, you will be able to gain enough insights to make informed strategic decisions.

CIM LEVEL 7 POSTGRADUATE DIPLOMA IN MARKETING

The Postgraduate Diploma in Marketing gives the knowledge, skills and understanding at management level to take a strategic approach on digital marketing. By understanding how to improve the entire digital experience and optimise all channels, you will be able to gain enough insights to make informed strategic decisions. The programme has been structured to reflect the researched need for a flexible and bite-size approach to meet the needs of today's professional marketer.

CIM MEMBERSHIP

[FIND OUT MORE](#)

AFFILIATE STUDYING

For anyone who is currently undertaking one of the CIM or CAM qualifications

AFFILIATE PROFESSIONAL

For anyone actively engaged in a career in marketing or who has an active interest in the marketing industry.

ASSOCIATE ACIM

Marketers currently in operational, supervisory or junior management roles within their organisation.

MEMBER MCIM

Experienced marketing managers who are currently working at a strategic level within their organisation.

FELLOW FCIM

Designed for senior marketing directors and senior marketing consultants.

FREQUENTLY ASKED QUESTIONS

WHAT HELP DO I GET?

As a student, you will be given continual guidance and support throughout the whole qualification.

IS A CIM QUALIFICATION BETTER THAN A DEGREE?

This is a big question, to which the short answer is that a qualification will focus on skills in a particular area (in our case, in marketing) and will give you the competence, expertise and the ability to apply your knowledge in the workplace at a certain level.

HOW LONG DOES IT TAKE TO GET A QUALIFICATION?

This varies depending on the Level of qualification you are looking to study. Each module is a qualification in its own right, and these take either 3 months or 6 months depending on the level you are studying. The Level 7 Postgraduate Diploma in Marketing takes 18 months to complete.

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TRUST IN OAKWOOD

FOR PROFESSIONAL DEVELOPMENT

DO I HAVE TO BE A MARKETER TO START STUDYING FOR CIM?

With the exception of the L3 Foundation Certificate in Marketing, it is important that you are working in marketing as all the assessment is done on a practitioner basis, and you write it around your own workplace. We are happy to give you advice if you have different circumstances.



HOW MANY HOURS DO I HAVE TO STUDY?

This differs depending on the level at which you are studying. For example, on the L4 Certificate in Professional Marketing we would expect you to spend approximately 10 hours per week studying, whereas at L3 we would expect approximately 6 hours per week.

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