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Chartered Marketer  
the peak of the  
marketing profession

## What is a Chartered Marketer?

Achieving Chartered Marketer status signifies that you have reached the peak of the marketing profession. It is awarded by CIM only to those who have demonstrated the highest level of practical marketing knowledge combined with a proven level of expertise.

## Why become a Chartered Marketer?

### ► Better business credibility

Being Chartered demonstrates to your business colleagues that you have a proven and superior level of marketing knowledge and experience.

### ► Enhanced career prospects

Chartered Marketer proves your commitment to marketing to future employers.

### ► Continuing personal improvement

Demonstrate your commitment to lifelong learning by updating your skills and keeping abreast of new developments, through the continuing professional development scheme.

### ► More productive networking

Opens doors to greater networking opportunities with like-minded & influential peers.

### ► Greater influence

Become more strongly associated with CIM - the leading professional body for creating and supporting marketers to deliver great marketing.

## How do I become a Chartered Marketer?

To become a Chartered Marketer, you have to do the following:

### ► Become a full member of CIM (MCIM)

To become a full member of CIM you will need a recognised qualification in marketing plus a minimum of three years experience in marketing – one at management level. You can also achieve chartered status if you are a fellow of the CIM and have a proven record of expertise and experience.

### ► AND, undertake 35 hours of CPD per year for two consecutive years

There are many ways you can collect CPD hours. CPD is categorised into three key areas – marketing, management and general business development skills. Within these categories there are numerous activities that you can undertake to gain your 35 hours – including CIM branch events, post-qualification courses, short training courses, relevant conferences & exhibitions, business activities such as coaching and mentoring and much more.

View the full range of activities at [www.cim.co.uk](http://www.cim.co.uk). They are also listed on the CPD record card, which can be downloaded from our website.

*Note: If you are an Associate Member of CIM, you can start to collect your CPD hours now, but to gain Chartered Status you will need to upgrade to MCIM.*

## How easy is it to maintain Chartered Marketer status?

Once you have achieved Chartered Marketer status, you still need to complete 35 hours of continuing professional development each year to demonstrate your commitment to updating your skills.

## Your first steps to becoming a Chartered Marketer

- Check you have the appropriate member grade.
- Download the record card from the CIM website [www.cim.co.uk](http://www.cim.co.uk) to see the full range of CPD categories & to start recording your activities.
- Start collecting your CPD hours immediately – remember the CPD year runs from 1 July through to 30 June each year.

*"When I am talking to a managing director in industry or a partner in a professional firm, being chartered helps me overcome some of the scepticism which still surrounds our industry and be taken more seriously as a marketing professional."*

**Stuart Turner, Director,**  
The Marketing Management Team

*"Chartered Marketer status has provided a signpost to colleagues, both inside and outside the marketing community, of my proven professional credentials and achievements."*

**Eamon Price,**  
Head of Product Management,  
Royal Mail

*"The Chartered Marketer status is a tangible and demonstrable measurement of expertise and marketing knowledge and I believe the status can only go from strength to strength."*

**Jane Harrad-Roberts, Director,**  
Marketing Projects

