

About Chartered Marketers

- Chartered marketer status recognises those marketers achieving the highest level in our profession and demonstrates commitment to keeping up-to-date
- In 1998, The Queen's Privy Council granted CIM the authority to award Chartered Marketer status – the mark of an up to date, experienced and qualified marketing professional
- Chartered Marketer status is awarded on a combination of knowledge, experience and continuing professional development to those who already hold MCIM or FCIM membership

Qualifying for Chartered Marketer Status

To become a Chartered Marketer, you must:

- Be at either Member (MCIM) or Fellow (FCIM) membership grade.
- Complete a minimum of four reflective statements aligned with the Professional Marketing Competencies framework during each CPD year for a minimum of two consecutive years.
- Complete the online Chartered Marketer assessment. This will be available on completion of the second consecutive CPD year and you will have up to five attempts to complete the assessment. These attempts will refresh each time you renew your membership and submit CPD until you have successfully reached Chartered Marketer status.
- Once you have met this criteria, you will be awarded Chartered Marketer status.

Once you are chartered

As a qualified Chartered Marketer, you will be:

- Added to the Chartered Marketer Directory unless you request otherwise.
- Issued with a Chartered Marketer certificate to recognise your achievement.
- Granted use of the Chartered Marketer logo* for your personal stationery and website.
- Able to use the designation "Chartered Marketer" or "CMktr" after your name.

Maintaining your Chartered Marketer status

All Chartered Marketers will be required to submit records of their CPD every year. Chartered CPD programme is a great way to manage your professional development whilst also demonstrating your commitment to keeping up-to-date and learning new skills. CIM will review a sample to verify relevance and completion. If you are selected in the sample and your records are not complete, you will be asked to resubmit and maybe at risk of losing your Chartered status.

How do marketing qualifications fit in today's marketing landscape?

- Doing a marketing qualification enables you to have the skillset to think strategically as a marketer and therefore keep your skills up to date.
- As the world is moving at a fast pace, so too is the marketing profession and change is constantly evolving. Digital provides a vast range of options through multiple channels and technologies, it has blurred lines between departments. For many marketers, a new distinction between digital and traditional marketing has caused skills to become siloed. A CIM qualification provides foundational knowledge of both the core marketing skills, and an understanding of innovative new channels and techniques.
- For marketers across the industry, the remit of a marketing department has never been wider, with a renewed focus on the customer putting pressure on marketing teams to deliver in-the-moment insight and predictions for the future of consumer behaviour. Gaining a CIM qualification gives marketers a professional advantage to enable them to meet these challenges and remain at the forefront of the industry.