



The Chartered  
Institute of Marketing

2011: BUILDING ON



YEARS OF  
MARKETING  
AND SALES  
LEADERSHIP

# Professional marketing standards



# Professional marketing standards framework

	Research and analysis		Strategy and planning		Implementing marketing programmes											Measure effectiveness		Brands		Managing people				Ethics and social responsibility		
Scope	Understand markets		Develop strategy and marketing plans		Communicate with stakeholders		Manage products and services		Manage and set price		Manage channels		Manage customer relationships		Manage programmes and projects		Monitor and evaluate the effectiveness of marketing		Develop and manage brands and reputation		Managing marketing teams				Develop and promote ethically-consistent practices	
Business competency	Obtain information about markets	Analyse information	Influence strategy formulation	Produce marketing plans	Develop effective communications	Deliver effective communications	Develop competitive products and services	Manage competitive products and services	Develop competitive pricing policies	Implement pricing policies	Develop effective channels to market	Provide support to channel members	Maintain and improve customer relationships	Deliver effective customer service	Plan and prepare projects	Manage the running of programmes and projects	Measure the effectiveness of marketing activities	Explain the success or failure of marketing activities	Create effective brands	Manage brands and brand reputation	Develop teams and individuals to enhance marketing performance	Work with other functions and disciplines	Enhance own performance	Manage change	Manage corporate social responsibility	Measure triple bottom line inputs
Senior	Define intelligence requirements and lead the information-gathering process	Develop a detailed understanding of the organisation and its environment	Promote strong market orientation and influence strategy formation and investment decisions	Specify and direct the marketing planning process	Develop and direct an integrated marketing communications strategy	Lead the implementation of the integrated marketing communications strategy	Promote organisation-wide innovation/cooperation in the development of products and services	Direct and maintain competitive products/services portfolios	Promote the strategic and creative use of pricing	Lead the implementation of the strategic and creative use of pricing	Select and monitor channels to meet the organisation's needs in a changing environment	Direct and control support to channel members	Promote and create a customer orientation and infrastructure for customer relationships	Direct and control information and activities that deliver customer relationships and service	Establish/maintain a project management framework in line with strategic objectives	Direct and control the delivery of programmes and projects	Establish and promote the use of metrics to improve marketing effectiveness	Create a system of critical review and appraisal to inform future marketing activity	Promote organisation-wide innovation/cooperation in development of brands	Distil the essence of brand and direct/coordinate a portfolio of brands	Provide professional leadership and develop a cooperative environment	Promote cross-functional working linked to brands and integrated marketing activities	Promote an environment for career and self-development	Contribute to organisational change and define and communicate the need for change within departments	Lead the organisation's understanding of other businesses and define the role and remit of PR	Ensure the organisation's activities are ethically and socially responsible and communicate them internally
CIM CHARTERED POSTGRADUATE DIPLOMA IN MARKETING																										
Manager	Identify information requirements and manage projects and the MkS	Evaluate and present information for business advantage	Contribute information and ideas to the strategy process	Create competitive operational marketing plans	Create effective communications plans	Manage communications activities	Prepare business case for a product/service and progress it to market	Manage and maintain competitive products/services or portfolio	Create competitive and sustainable pricing strategies	Manage the implementation and monitor the effectiveness of pricing strategies	Establish and develop effective support for channels to market	Manage and monitor support to channel members	Establish and monitor activities and information for delivering effective customer relationships	Manage and monitor provision of effective customer service	Plan marketing projects and prepare budgets	Manage and report on delivery against plan and objectives	Define measurements appropriate to the plan or business case and ensure they are undertaken	Evaluate activities and identify improvements using measurement data	Create and build competitive brands	Manage competitive brands and coordinate brand support activities	Manage a marketing team	Maintain relationships with other functions and disciplines within the organisation	Encourage and help others to develop their competencies relevant to marketing roles	Embrace change and influence others to modify behaviours and attitudes	Evaluate ethical codes to ensure marketing activities are compliant, and monitor stakeholder relations	Understand organisation's role within society and reinforce by communicating to all stakeholders
CIM PROFESSIONAL DIPLOMA IN MARKETING																										
Practitioner	Collect information	Interpret and present information	Contribute information and ideas to the strategy process	Contribute to the production of marketing plans and budgets	Develop indirect and direct communications	Deliver direct or indirect communications	Contribute to the development of products and services	Manage and maintain competitive product/service	Contribute to the development of pricing policies	Implement pricing policies	Develop effective channels to market	Provide support to channel members	Manage or support customer relationships	Deliver effective customer service	Contribute to planning and budget preparation	Monitor and report on project activities	Collect, synthesise, analyse and report measurement data	Participate in reviews of marketing activity using measurement data	Contribute to the creation and building of brands	Manage a competitive brand	Contribute to effective performance as a member of a team	Exchange information with others inside and outside the marketing function	Review and develop own competencies	Embrace change and modify behaviours and attitudes	Explore and assess scenarios for the organisation in relation to stakeholders and develop PR objectives	Incorporate ethics and governance in to daily activities
CIM PROFESSIONAL CERTIFICATE IN MARKETING																										
Support	Support the information-gathering process	Support the analysis process	Support information-gathering as part of the strategy process	Contribute information to marketing plans	Assist in the development of communications	Assist in the delivery of communications	Assist in the development of products and services	Support the management of products and services	Support the development of pricing policies	Support the implementation of pricing policies	Support the development of effective channels to market	Assist in supporting channel members	Assist in managing or supporting customer relationships	Assist in delivering effective customer service	Support project planning and budget preparation	Assist in monitoring documentation and reporting on projects	Support collection and reporting of measurement data	Support reviews of marketing activity	Assist in the creation and building of brands	Assist in the management of brands	Contribute to effective performance as a member of a team	Assist in the exchange of information with others inside and outside the marketing function	Review and develop own competencies	Embrace change and modify behaviours and attitudes	Assist in organisation's fit with wider business community	Incorporate ethics and governance in to daily activities
CIM INTRODUCTORY CERTIFICATE IN MARKETING																										



## **Professional marketing standards**

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Extensive research with employers and leading academics has led to the development of CIM professional marketing standards, a practical framework of marketing abilities which provides a guide to the skills that are expected of marketing professionals at varying levels of seniority.

The CIM Professional Marketing Standards are an enhanced version of the UK Government-recognised National Occupational Standards for Marketing.

These standards have been used in the development of CIM's qualifications to ensure that the issues addressed are relevant in businesses today and that the skills you gain are attractive to employers.

Whether you're just starting out in marketing, or whether you're a marketing director with a number of years of experience in the industry, the professional standards help you identify the level of CIM qualification that is most appropriate for you to start studying with CIM. As you develop as a marketer, these professional standards indicate the skills that you should aim to acquire in your career progression.

For further information about the CIM professional marketing standards, visit [www.cim.co.uk/standards](http://www.cim.co.uk/standards).

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# 2011

A century  
of building  
professional  
status and  
recognition

[cim.co.uk/100](http://cim.co.uk/100)



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