

# Membership grades

## Affiliate Professional

Open to professionals who are actively engaged in or considering a career in marketing, are studying marketing, or have an active interest in marketing.

## Associate (ACIM)

You may be eligible to become an Associate member (ACIM) if you have one of the following academic qualifications:

CIM Professional Diploma  
CIM Professional Postgraduate Diploma  
CIM Chartered Postgraduate Diploma

- University Degree majoring in marketing – copy of transcript will be required.
- Equivalent level diploma majoring in marketing or an equivalent level marketing professional body examination.
- Another academic award in a relevant discipline – at least 50% of the syllabus must contain marketing modules. Copy of transcript will be required.

Designatory letters are awarded based on a combination of experience and/or qualifications. Wherever you are in your career, we can help you demonstrate your professional commitment and credibility to your peers.

You can apply for a membership upgrade as your experience and qualifications increase. Visit [www.cim.co.uk/typesofmembership](http://www.cim.co.uk/typesofmembership) and log in to access the upgrade form.

## Member (MCIM)

You may be eligible to become a Member (MCIM) if you have the academic qualifications eligible to become an Associate (ACIM) and the following practical experience:

- A minimum of three years experience in a recognised area of marketing.

All applicants for admission to Member grade (MCIM) must be employed in a marketing management or teaching position which has been held for at least one year at the time of applying.

## Senior Management Entry Scheme

If you have considerable marketing experience at a senior marketing level or consultancy and at the time of application are holding an appointment at or near board level, but hold no formal marketing academic qualifications, you may apply for membership under this scheme.

## Fellow (FCIM)

You may be elected to Fellowship after a period of membership, or upon entry to the Institute provided you meet Member (MCIM) criteria.

In either case, you will need a strong marketing background, and must have held a role such as Chief Executive, Executive Director, Senior Marketing Executive, Professor of Marketing, Senior Academic or Senior Marketing Consultant for a minimum period of fifteen years.

## Chartered Marketer

Open to all MCIM and FCIM members. Chartered Marketer status is the mark of an up to date, experienced and qualified marketing professional. Chartered Marketers have an exclusive logo for their personal use to indicate their status.



## Chartered CPD Programme

Open to all members, the Chartered CPD Programme is a framework that enables you to manage your professional development. Your participation in the programme provides formal recognition for your commitment to staying up to date and improving your knowledge and skills.



Chartered CPD Programme