



Chartered CPD programme

Our framework for taking control of your professional development throughout your career

How does it work?

Our Chartered CPD Programme provides a focused and logical way for you to keep learning as your career progresses. It benchmarks your skills against our Professional Marketing Standards framework, enables you to identify any gaps in your knowledge and directs you to a range of activities to help overcome them.

By recording your participation in these activities, many of which you may already be involved in, you will receive tangible proof of your commitment to ongoing development; proving to current and potential employers that you are serious about marketing and about maintaining your knowledge and skills.

Don't forget our Chartered CPD Programme is only available to our members so you need to maintain your CIM membership.

The CPD year

The current CPD year runs from 1 July 2014 to 30 June 2015.

How do I submit my record?

Each year, you need to complete the record card with the compulsory 35 hours of activities and supporting evidence.

Sign/print your name on the record card and return it with the necessary evidence no later than 31 July 2015 to:

**Chartered CPD Programme,
CIM, Moor Hall, Cookham, Maidenhead,
Berkshire, SL6 9QH, UK.**

Alternatively, you can send your record and evidence by e-mail. All evidence should be scanned where necessary and attached with your record card, and then e-mailed to **cpdsubmission@cim.co.uk**

Visit www.cim.co.uk/charteredcpd to download a copy of the record card.

When's the deadline for submitting my record?

You can submit your record card at any time throughout the CPD year but all submissions must reach us by 31 July 2015.

What counts?

You're probably doing many of these activities already. Everything from external conferences to internal development and mentoring can count towards your record. For more information see 'Take control with CPD'.

If you need assistance, visit:
cim.co.uk/charteredcpd

E charteredcpd@cim.co.uk

T +44 (0)1628 427120

F +44 (0)1628 427158

To find out more about continuing professional development (CPD) visit:
cim.co.uk/charteredcpd

To find out more about Chartered Marketer status visit:
cim.co.uk/charteredmarketer

Achieving Chartered Marketer status

There are two requirements for achieving Chartered status:

1. A demonstration of up to date knowledge by completing two consecutive years on the Chartered CPD Programme.
2. An indication of your previous qualifications and experience by holding either MCIM or FCIM grade of membership.

Once you have successfully completed two consecutive years of CPD at membership grade of MCIM or FCIM, you will automatically be Awarded Chartered Marketer status from 1 July following the end of the CPD year.

If you don't hold MCIM or FCIM membership but believe you may be eligible for an upgrade, visit **cim.co.uk/upgrade** to log in and download the relevant form.

Details on the criteria for MCIM and FCIM level membership can be found at **cim.co.uk/typesofmembership**.



Take control with CPD

Work towards the annual requirement of 35 hours as flexibly as possible across these 10 categories. We’re committed to supporting you throughout your career. Whatever stage you’re at, we’re here to ensure you can access the most up to date knowledge, resources, opportunities and support to keep you at the forefront of marketing.

1. Qualification studies

All qualifications awarded by CIM or other market ing, sales or business related qualifications awarded by Government recognised educational institutions.

Evidence required
A copy of your qualification certificate or a letter of attendance signed by your tutor.
Maximum hours within this category **35 hours**

2. Short training courses and workshops

Training courses and workshops aimed at developing your marketing or business knowledge and competence. These can take the form of distance learning training programmes.

Evidence required
A certificate of attendance or a signed letter of attendance from your course tutor.
Maximum hours within this category **35 hours**

3. Language training

A recognised award that will benefit your professional development.

Evidence required
A copy of your certificate, letter of attendance signed by your tutor or a letter from your employer stating the training is useful to your work.
Maximum hours within this category **35 hours**

4. In-company development

Training undertaken as part of a planned, in-company development scheme.
Promotion and appraisal – recognition will be given for your development within an organisation for which up to 8 hours may be claimed.

Project work – company-specific projects to recognise the interaction between marketing and other business disciplines in support of the organisation's strategy. For example, cross-organisational working, launch of a new website or new market entry plan.

Evidence required
A certificate of achievement or a signed letter from your employer and an outline of the project(s) where appropriate.
Maximum hours within this category **35 hours** (a maximum of 8 hours for promotion).

5. Imparting knowledge

Authorship of books, papers, journals or articles – published on marketing, sales or management related subjects. However, other areas will be considered on a case-by-case basis.

Evidence required
Copies of books, papers, journals or articles.
Maximum hours within this category **14 hours** (for writing papers or journals) or 35 hours (for writing books).

6. Mentoring

Mentoring others or being mentored to allow for the effective dissemination of knowledge.
Part-time teaching by non-academics.
NB. Excludes consultancy work and projects undertaken on behalf of clients.

Evidence required
A letter from the mentor or the individual being mentored or from the educational establishment.
Maximum hours within this category **21 hours**

7. Conferences and exhibitions

Organised by CIM.
Conferences or exhibitions accredited by CIM.
Organised by other marketing or job/industry related organisations.

Evidence required
Your booking/confirmation letter or name badge.
Maximum hours within this category **10 hours** (no more than 28 hours in total for categories 7, 8, 9 and 10).

8. Contribution to the community

Our national, regional, branch and industry group committees/working parties.
Committees of other marketing organisations.
Job related committees outside your own organisation, eg trade association.
Society contributions such as charity work and School Governor.

Evidence required
A copy of the minutes or a letter/e-mail confirmation from the organisers.
Maximum hours within this category **8 hours** (no more than 28 hours in total for categories 7, 8, 9 and 10).

9. Private study

Private study involves learning new skills and/or improving marketing/management performance and knowledge.
Online research, including information extracted from Marketing resources at cim.co.uk/resources.
Learning new job related skills.
Reading marketing and sales related publications.

Evidence required
Where applicable, evidenced by noting the source, date and documenting the relevance of the information obtained.
Maximum hours within this category **8 hours** (no more than 28 hours in total for categories 7, 8, 9 and 10).

10. Development events

Marketing or business related participative development events and seminars, excluding social events and meetings that form part of your normal job role.
CPD events organised by our branches or Market Interest Groups.
Events run by other marketing or business related organisations, including those from other professional bodies.
Evidence required
A certificate of attendance or a copy of agenda/ minutes of meetings.
Maximum hours within this category **21 hours** (no more than 28 hours in total for categories 7, 8, 9 and 10).

Everything from external conferences to internal development and mentoring can count towards your record.

