

# Continuing professional development with CIM



## Take control with CPD

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

### What is continuing professional development?

Continuing professional development (CPD) is about improving and developing your skills and knowledge throughout your career. In a fast-moving profession like ours it's particularly important to stay up-to-date. We provide the framework to help keep your development on track.

### Professional development at CIM

As part of our new CPD structure, we've developed a unique programme to help you achieve the understanding and expertise that are expected of today's marketing professionals.

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 Competencies, 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. This proves to current and potential employers that you are serious about marketing and about maintaining your knowledge and skills.

Encouraged to all members, our Chartered CPD Programme is a flexible framework that enables you to manage your professional development. Joining the programme provides recognition of your commitment to keeping up-to-date and continuously improving your knowledge and skills.

**Remember, our Chartered CPD Programme is only available to our members so you need to maintain your CIM membership**

### Joining the CPD programme

You can opt in at any point from the time you become a member and continue for as long as your membership remains current. If you wish to sign up for the CPD programme after registering for your membership, visit MyCIM and select MyCPD from the Resources area, or you can call: **+44(0)1628 427120** or email **cpd@cim.co.uk**.

### A programme to suit you

We have designed and developed two CPD programmes. Your membership grade will determine which programme will suit you best.

The first programme is for Affiliates and Associates, and the second programme is for Members and Fellows, including Chartered Marketers.

### CPD for Affiliates and Associates

As an Affiliate or Associate, you are required to annually complete 35 credits towards your CPD activities.

You are probably doing many of these activities already, with everything from work placed development and qualifications to attending exhibitions and conferences.

### CPD for Members and Fellows

As a Member or a Fellow, including Chartered Marketers, you are required to provide reflective statements regarding your CPD activities. These must cover learning against four of the Professional Marketing Competencies, including two different Core Competencies and two different Technical Competencies.

As a Chartered Marketer, CPD is compulsory and we will review a sample to verify relevance.

### Accessing your CPD

You can access the platform directly from **cim.co.uk/mycim**. Once you have logged into your CIM account, simply select MyCPD from your Resources area.

### How to log CPD

On our CPD platform you can view, edit and record all of your CPD activities. For Affiliates and Associates, the platform calculates the credit value for each development activity you enter and you can see when you have achieved the required number of CPD credits.

Members and Fellows can add reflective statements, detailing the activities and experiences that you have completed and that have impacted on your development throughout the year.

### The CPD year

To make your CPD journey easier, your CPD year is in sync with your membership year. You can submit your CPD activity at any time throughout the year but all submissions must reach us by the end of your membership renewal month.

### Achieving Chartered Marketer status

Chartered Marketer status recognises those marketers achieving the highest level in our profession. It demonstrates commitment to keeping up-to-date and is awarded on a combination of experience and qualifications. In 1998, The Queen's Privy Council granted us the authority to award Chartered Marketer status – the mark of an up-to-date, experienced and qualified marketing professional.

To become a Chartered Marketer you must:

1. Be either Member (MCIM) or Fellow (FCIM) grade for at least two consecutive years.
2. Complete reflective statements on a minimum of two different Core and two different Technical competencies during each CPD year for a minimum of two consecutive years.
3. Complete the Chartered Marketer assessment. This will be available on completion of your second consecutive year of CPD.

Once you have met this criteria, you will be awarded Chartered Marketer status.

If you don't hold MCIM or FCIM membership but believe you may be eligible for an upgrade, visit **cim.co.uk/membership/types/** 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/membership/types/**

If you need assistance, visit: **cim.co.uk/charteredcpd**  
 E cpd@cim.co.uk  
 T +44(0)1628 427 120  
 F +44(0)1628 427 158

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

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



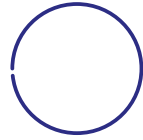
## CPD for Affiliates and Associates

As an Affiliate or Associate, you are working towards the annual requirement of 35 credits as flexibly as possible across these five areas: Formal learning, Professional activity, Practice based learning, Self-directed learning and Other.

CPD now relates to the Professional Marketing Competencies and you can claim 100% of your credits against the Core and Technical Competencies, whilst being able to claim up to 50% against general or soft skills.

**You only need to log the hours.** The online CPD tool will calculate the credit value for you and let you know when you've reached the required number. We've provided this breakdown for guidance and information but you don't need to do the calculations.

- Formal learning (100%) ■
- Professional activity (50%) ■
- Practice-based learning (50%) ■
- Self-directed learning (25%) ■
- Other (15%) ■



### Formal learning 100%

Maximum credits within this category: 35

Within formal learning you will learn and develop your knowledge and skills through structured courses and programmes.

#### Evidence required

A copy of your qualification or training course certificate or a letter of attendance from your course tutor. You can also supply a registration letter or a name badge from any conferences you have attended.

By completing a CIM qualification, you will achieve the annual requirement of CPD credits.

### Professional activity 50%

Maximum credits within this category: 17.5

In professional activity, you will learn and develop through others. Your learning relationships are designed to help you with any issues you face in your current role, and will allow you to learn from another's experiences.

#### Evidence required

A letter from mentee, mentor or from the educational establishment where you have completed mentoring or lecturing/teaching. For writing/authoring you can supply copies of books, articles, journals or papers. You can also supply a registration letter or name badge from any exhibitions you have attended.

### Practice-based learning 50%

Maximum credits within this category: 17.5

Within practice-based learning, you will learn and develop through experience. Your learning and development will occur through conversations, experiences, practice and reflection whilst on the job.

#### Evidence required

A certificate of achievement or a signed letter from your employer confirming the learning that has been undertaken.

### Self-directed learning 25%

Maximum credits within this category: 8.75

In self-directed learning, you take the initiative and responsibility for the learning outcomes you achieve from the activities you complete. You will need to diagnose the learning need from each activity and the goal you want to achieve.

#### Evidence required

No evidence required for activities in this category.

### Other 15%

Maximum credits within this category: 5.25

Any voluntary work or miscellaneous activities undertaken within marketing or general business disciplines.

#### Evidence required

A copy of the minutes or a letter/email from the organisers.

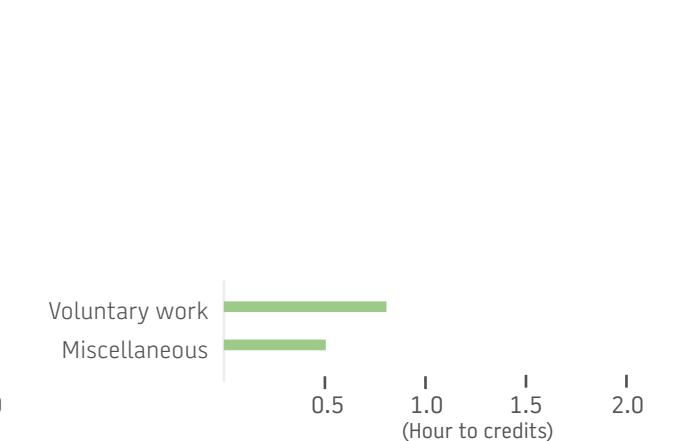
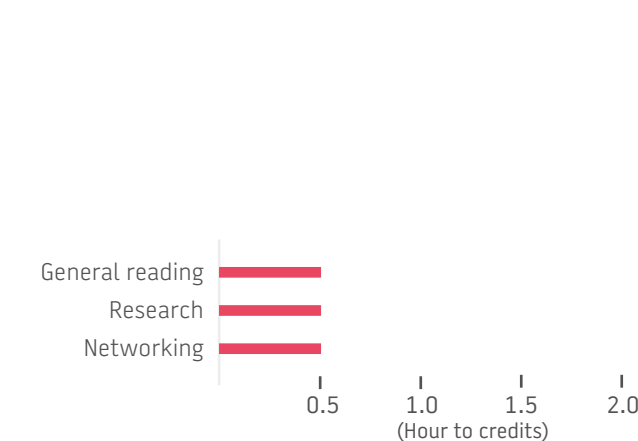
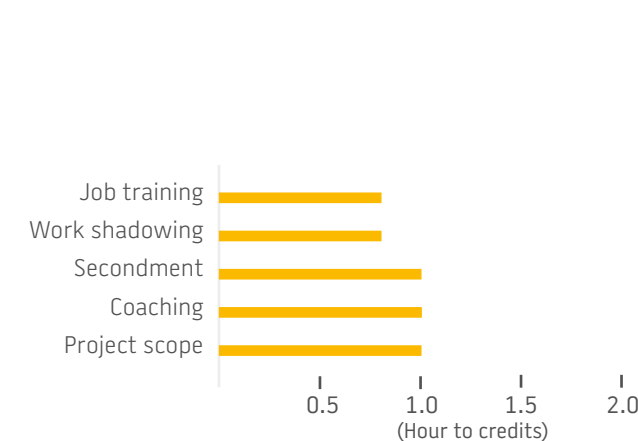
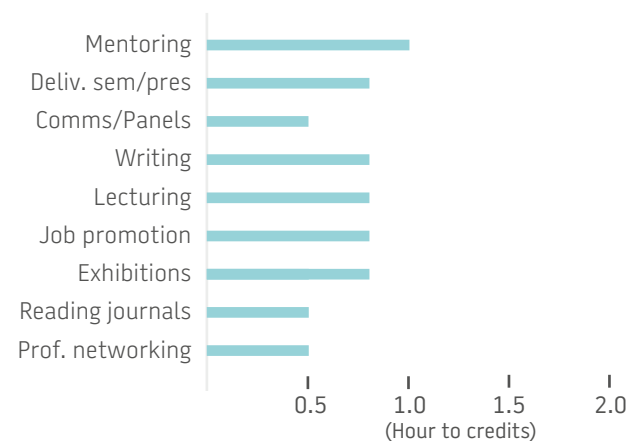
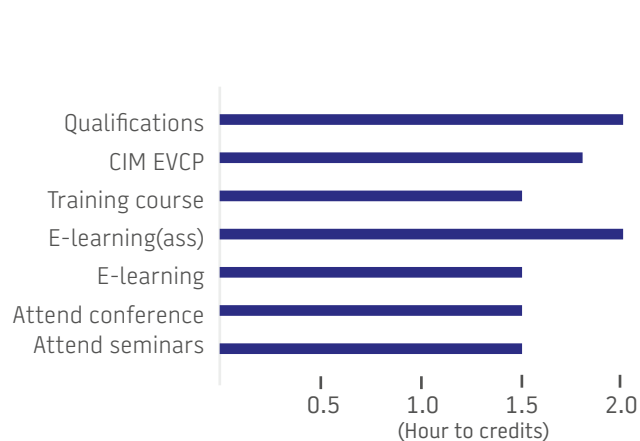
Activity	Hour to Credits
Qualification	2
CIM endorsed & validated programme	1.8
Training course	1.5
E-learning (assessed)	1.8
E-learning (not assessed)	1.5
Attending conferences	1.5
Attending seminars/presentations	1.5

Activity	Hour to Credits
Mentoring (mentee or mentor)	1
Delivering seminars/presentations	0.8
Professional committees/panels	0.5
Writing/authoring	0.8
Lecturing/teaching (non-role)	0.8
Job promotion	0.8
Attending exhibition	0.5
Reading professional journals	0.5
Professional networking	0.5

Activity	Hour to Credits
On-the-job training	0.8
Work shadowing	0.8
Secondment	1
Coaching	1
Projects outside of scope of role	1

Activity	Hour to Credits
General reading	0.5
Research	0.5
Informal networking	0.5

Activity	Hour to Credits
Voluntary work	0.8
Other miscellaneous	0.5



## CPD for Members and Fellows

As a Member or Fellow, including Chartered Marketers, you are expected to take a more reflective approach to your development, in line with your existing knowledge and experience.

We feel you are best placed to determine what development activities you undertake. All we ask is for a portion of your activities each year to relate to specified areas of the Professional Marketing Competencies.

As a minimum, you will need to complete at least four development activities:

- two activities relating to different Core competencies, and
- two relating to different Technical competencies.

Each of these activities must include a reflective statement about the impact the activity has had on your marketing practice.

### Reflective statements

Reflective statements are used to measure the outputs or value of learning rather than the inputs or content. As a professional marketer we expect you to be able to determine the usefulness of the CPD you are doing and consider how it will enable you to improve your practice.

#### ✓ Good statements

Indicators of a good reflective statement are:

- It is personal to you
- It is clear how the learning relates to your role or prepares you for a future role
- It outlines the content and method of the learning activity
- It describes how your knowledge, skills and attributes have developed as a result of the learning activity
- It identifies any further gaps or learning you did not cover and how you might fill these
- It describes how your current practice might change as a result of the learning activity.

#### ✗ Unsatisfactory or incomplete statements

You will need to provide further detail if:

- It only includes a description of learning content
- Does not clearly link your learning to your professional role
- Does not explain how the activity added more depth to your existing knowledge or skills
- Does not include reference to how you may use this knowledge in the future
- Does not link your learning to the Professional Marketing Competencies.

### Do I still have to accumulate a specific number of credits or hours? How much is enough?

There is no specified number of hours or credits for Members and Fellows. As a professional marketer we expect you to plan and carry out your CPD in a way that is relevant to you and your marketing role. Every marketer is unique. You should remain current in your knowledge and skills and plan for any future career moves. The amount of CPD you carry out should support you in this.

## Professional Marketing Competencies

CIM's Professional Marketing Competencies are a framework of marketing capabilities which provides a guide to the skills and behaviours that are expected of professional marketers at varying levels of proficiency. They offer the professional marketer the reassurance that our qualifications and training courses are closely matched to the skills and knowledge required in the market.

You can find more information at [cim.co.uk/competencies](http://cim.co.uk/competencies)

### Core

The Core capabilities sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

### Technical

The Technical capabilities identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

### Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.

