

Chartered CPD Programme

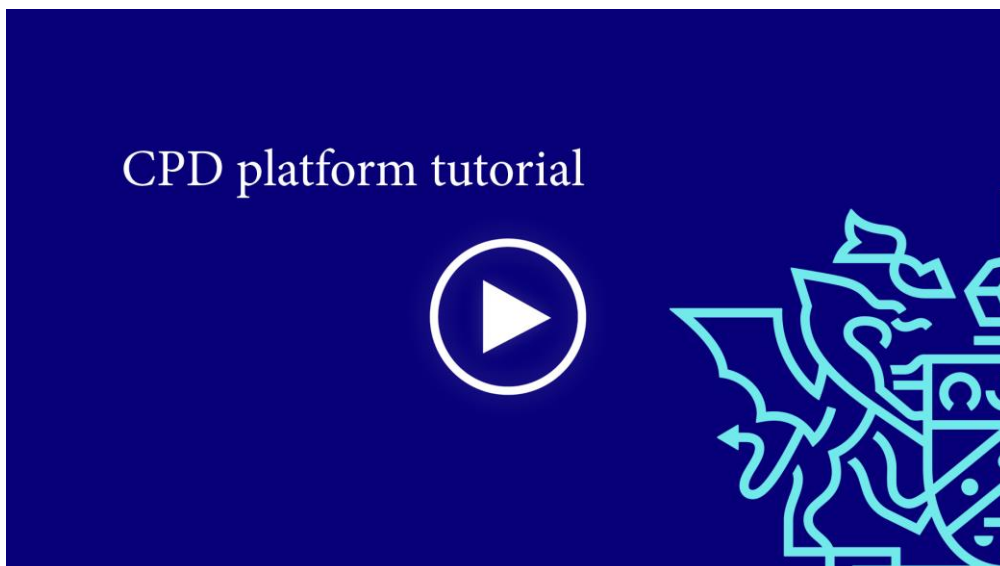
2020



Contents

General information	3
CPD for Affiliates and Associates	4
CPD Credit Caps	5
CPD for Members and Fellows	6
Sample Reflective Statement	7
Chartered Marketer status	9
Frequently Asked Questions	10

You can also watch a short tutorial video below:



For information regarding the Professional Marketing Competencies framework, please take a look at the [CIM website](#).



CPD

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

Taking part in CPD is encouraged. You can opt in at any point from the time you become a member and continue for as long as your membership remains current.

Your programme

Your requirements will differ at each stage of your career, so we've modelled your development needs depending on which membership you hold with CIM.

As an Affiliate or Associate you will need to accumulate a total value of 35 credits during each CPD year in order to complete a submission of your activity to CIM. The credit value will differ depending on the type of activity you complete. You can spread your development across many areas of the Professional Marketing Competencies or focus on just one. The CPD platform will calculate the credit value for each development activity when you enter the details and will let you know when you're ready to submit.

As a Member or Fellow you will submit reflective statements detailing the activities and experiences that have impacted on your development throughout the year. You will need to complete four reflective statements across any areas of the Professional Marketing Competencies framework. There is no upper limit to the number of activities or competencies you can submit.

What will I get at the end of the programme?

Once you've successfully completed your submission, you'll receive a CPD certificate. You can use this in appraisals, job interviews or wherever you want to illustrate your dedication to developing and maintaining your knowledge and skills.

When you're in a position to attempt the Chartered Marketer assessment, the platform will give you the option of accessing the assessment. If you're not ready, just save it for later – you will have access to this any time until the end of your next CPD year.

Getting started using the CPD Platform

You can access the platform via MyCIM - simply select the 'CPD' from the homepage.

My CPD

This area allows you to organise all your planned and completed learning experiences and create a record of your development journey that demonstrates the progress you have made. The status of your CPD record will change as you update your record – for example, from 'Not started', to 'In progress', to 'Submitted'. You will also be able to view your submission deadline and requirements in the two progress wheels at the top of the page.



Recording CPD – Affiliates and Associates

When you are ready to start completing your CPD record for the year, you will need to add each individual activity on the 'My CPD' page. Near the top of the page you will see an option that says, 'Add activity'. Once you have clicked this option, you will be presented with a form that you will need to complete.

The CPD platform will calculate the credit value for each development activity when you enter the details and will let you know when you're ready to submit. Further details on credit values can be found in Appendix A: 'What qualifies for CPD activity?'.
activity?'

To complete the form, you will need to add the following:

- Title of the activity
- Professional Marketing Competency (selection from drop-down list)
- Activity category (selection from drop down list)
- Activity type (selection from drop down list)
- Description – one or two sentences briefly outlining what the activity was
- Relevant web link (optional)
- Date the activity was completed (this will be restricted to your membership/CPD year)
- Time spent doing activity
- Any supporting documentation needs to be added under 'Evidence'

Once you have completed the form, you will need to select the 'Save' option. This activity will then be added to your CPD record and will appear at the top of the list.

Submit

When you are ready to submit your CPD submission for CIM to review, you will be able to select the 'Submit for review' option. A prompt will then show, asking you if you are sure you wish to submit. Once submitted, the status of your record will change to 'Submitted'.

Once submitted, you will not be able to edit your CPD record unless CIM need further information in order to approve your record. You will be advised if this is the case within the 'Submission feedback' section of your CPD record.

View previous CPD submissions

The drop-down menu will allow you to view your previous CPD records for various years. Only CPD years completed using the online platform will be shown.

Appendix A: What qualifies for CPD activity

Activity category	Activity type	Cap	Credits cap
Practice based learning	On the job training	50%	17.5
	Work shadowing		
	Secondment		
	Coaching (Vs mentoring)		
	Projects outside of scope of role		
Professional activity	Mentoring (mentee/mentor)	50% (sub-cap for prof networking at 10%)	17.5 (sub-cap for Professional networking at 3.5)
	Delivering seminars/presentations		
	Professional committees/panels		
	Writing/authoring		
	Lecturing/teaching (non-role)		
	Job promotion		
	Attending exhibition		
	Reading professional journals		
	Professional networking		
Formal learning	Qualification	100%	35
	CIM Endorsed & Validation Corporate Programme		
	Training course		
	E-learning (assessed)		
	E-learning (not assessed) e.g. webcasts		
	Attending conference		
	Attending seminar/presentation		
Self-directed learning	General reading	25%	8.75
	Research (internet etc.)		
	Informal networking (blogging, social media contribution)		
Other	Voluntary work (business/marketing)	15%	5.25
	Other miscellaneous (business/marketing)		



Recording CPD - Members and Fellows

When you are ready to start completing your CPD record for the year, you will need to add each individual activity on the 'My CPD' page. Near the top of the page you will see an option that says, 'Add activity'. Once you have clicked this option, you will be presented with a form that you will need to complete.

To complete the form, you will need to add the following:

- Title of the activity
- Professional Marketing Competency (selection from drop-down list)
- Activity category (selection from drop down list)
- Activity type (selection from drop down list)
- Description – one or two sentences briefly outlining what the activity was
- Relevant web link (optional)
- Date the activity was completed (this will be restricted to your membership/CPD year)
- Reflection - This statement should show how your activity has impacted on your knowledge and skills, highlight how you have benefitted from the activity and focus on what you will take forward to the next learning phase. Some of the questions to ask yourself during your reflective statements could be:
 - What was I expecting to learn?
 - What have I learned?
 - How will I apply this in my marketing role?
 - What will I do differently going forward/actions and next steps?
- Any supporting documentation can be added under 'Evidence' (optional)

Once you have completed the form, you will need to select the 'Save' option. This activity will then be added to your CPD record and will appear at the top of the list.

Submit

When you are ready to submit your CPD submission for CIM to review, you will be able to select the 'Submit for review' option. A prompt will then show, asking you if you are sure you wish to submit. Once submitted, the status of your record will change to 'Submitted'.

Once submitted, you will not be able to edit your CPD record unless CIM need further information in order to approve your record. You will be advised if this is the case within the 'Submission feedback' section of your CPD record.

View previous CPD submissions

The drop-down menu will allow you to view your previous CPD records for various years. Only CPD years completed using the online platform will be shown.

Sample Reflective Statement

As a Member (MCIM) or Fellow (FCIM), in order to complete your CPD year towards achieving or maintaining Chartered Marketer status, you are required to complete a reflective statement for at least four learning and development activities that are aligned to the Professional Marketing Competencies.

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 development you are undertaking 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 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



Unsatisfactory or incomplete statements

You will need to provide further detail if:

- It only includes a description of the 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 future
- Does not link your learning to any of the Professional Marketing Competencies

We would expect each statement to be 300-400 words per activity. However, the content of the reflection is more important than the length in determining the effectiveness of the activity. It may help to use the following points to help you structure your reflection:

- What did I expect to learn?
- What did I learn?
- What will I do differently going forward?
- Actions and next steps

Sample Statement

Activity title: **Brand Health Summit 2016 – Interbrand Keynote**
 Learning content: Technical: Digital Integration
 Activity category: Formal learning
 Activity type: Attending conference

What I expected to learn

Ways in which digital marketing, digital capability or digital activity have impacted brands, with a view to avoiding some of the pitfalls that others have encountered.

What I learned

'Brands are strategy brought to life', and more importantly, how the power has shifted from the brand to the consumer because of the nature of social media and digital marketing in general. (United Airlines video mentioned as an example).

Careful and meticulous management of every action by your organisation – don't forget behaviour and people. Culture is a point of differentiation – think about the Apple Store – we need to create an internal culture to ensure our potential customers don't even think about going anywhere else.

What I'll do differently

(First of all, knowing that the parent company is about to start on a programme to embed culture supporting the brand we need to be ready to translate that to our sub-brand and our target customers, and not reinvent the wheel.)

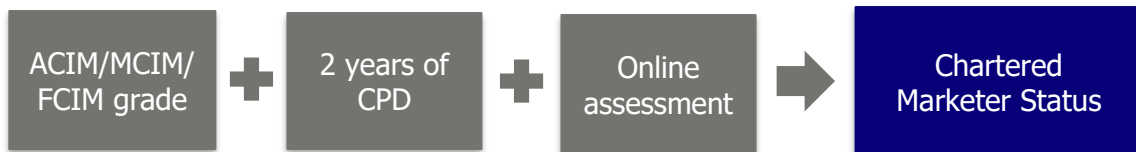
So the key learning from this as far as I'm concerned is that as power has been handed to customers it is even more important to make sure what customers experience is positive all the way through their journey, as they may well be the ones that communicate through social media (rather than our marketing communications department).

It also highlights the need to monitor social media actively to pick up (in time) anything that has gone wrong or has caused misperceptions.

Action and next steps

1. Check what the organisation is planning in terms of their culture programme and ensure we make the most of it for our sub-brand. Introduce sessions into Team Meetings to reinforce the message that everything we all say and do impacts on the brand.
2. Double check the customer journey map, and, as well as checking that we don't create a bad experience that might be shared at each touchpoint, make sure we create some good experiences that pleasantly surprise and may prompt social media posts as well.
3. Check out social media listening tools – there are some that are 'free' (apart from the cost of someone's time to check out what is being said about us).
4. Make sure we have a clear policy and process for responding to queries and comments.

Achieving Chartered Marketer status



Your two years of CPD need to be completed consecutively within the CPD programme. The Chartered Marketer assessment 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 until you have successfully reached Chartered status. Once you have passed the online assessment, you will become a Chartered Marketer with immediate effect.

However, if you elect to take a 'year break' year during your qualifying years due to circumstances such as illness or maternity/paternity leave, this does not equate to a break in your record. So, you can complete a second CPD year following your year break and still be eligible to take the online Chartered Marketer assessment.

Maintaining your Chartered Marketer status

Once Chartered, you'll need to maintain your status through continued annual CPD submissions within the CPD programme. You will need to submit a minimum of four reflective statements aligned to any area of the Professional Marketing Competencies framework. For each successful year of maintaining your status you'll receive a new Chartered Marketer certificate in recognition of your ongoing commitment.



Frequently Asked Questions

Q. Is there a fee to register on to the CPD programme?

A. No, the CPD programme is a free membership benefit to all current CIM members.

Q. Can I register at any time or does it have to be when I join CIM?

A. You can join the CPD programme at any time. If you decide to join the programme after you have registered with CIM, you can call the Customer Service Team to register for the programme. Alternatively, you can do so through your MyCIM account by clicking on the 'CPD' tile under 'Resources & Tools'.

Q. When is my submission deadline and what if I miss it?

A. Your CPD year runs in conjunction with your membership year. Your CPD activities should be recorded on the platform periodically throughout the year. We'll need to receive your submission by the end of your renewal month - after this, we will not be able to accept any late submissions unless there are extenuating circumstances that have prevented you from submitting. Please contact us if this is the case.

Q. Can I send my submission before it is due?

A. Yes, you will be able to submit your CPD record before it is due. As you will keep track of your CPD on the online portal you will be able to see when you have the required amount of credits and will therefore be able to submit. However, your record will not be reviewed by CIM until after your renewal month, and since submitting your record locks it from further editing, you may wish to wait until your renewal month.

Q. Does networking count towards my record?

A. Yes, you will now be able to claim CPD credits on learning achieved through networking events.

Q. How do I make a submission to CIM?

A. You will need to log in to your CPD record through your MyCIM account and keep a track of your activities. Once you have met the requirements, you will be able to submit your CPD for that year through the portal.

Q. How do I calculate the number of CPD credits that I can claim for each of my activities?

A. This will be done for you through the platform once you have added the activity type and the number of hours you spent on the activity.

Q. Is there a pro rata credits option for members working in part time or short-term employment?

A. No, all members will need to submit the required amount of credits.

Q. How can I upgrade my membership in order to start working towards Chartered Marketer status?



A. To upgrade your membership you will need to contact the Membership team by either e-mailing them at membership@cim.co.uk or phoning +44 (0) 1628 427120 and discussing your options with a member of the team.

Q. Can I back-date or carry over CPD credits between different years?

A. No, you will not be able to back-date or carry over credits. You can only claim CPD credits from the time you have been a current CIM member and your CPD year will run alongside your membership year.

Q. What evidence can I attach for a CIM qualification/module?

A. We advise providing a copy of your results email/certificate for evidence.

Q. Can I take a break from CPD?

A. If you are an Associate, Member or Fellow, we offer CPD year breaks for members on the CPD programme who are going on maternity/paternity leave, are experiencing an illness, or have another extenuating circumstance. If you feel you need a year break from the CPD programme, please email cpd@cim.co.uk and a member of the team will be able to help you. Please note, we do not offer year breaks for reasons of redundancy or unemployment. Members can apply for a CPD year break a maximum of 3 times during their membership lifetime. Any further applications will be reviewed on a case-by-case basis.

Q. How can I achieve Chartered Marketer status?

A. Having achieved either ACIM, MCIM or FCIM grade of membership, you will be required to complete two consecutive annual CPD submissions. On successful completion, you will be eligible to complete the online Chartered Marketer assessment. This is based on the Professional Marketing Competencies, and upon successful completion you will become a Chartered Marketer with immediate effect.

Q. I am a Chartered Marketer, do I still need to submit my CPD record?

A. Yes, all Chartered Marketers are now required to submit their CPD on an annual basis and we will verify a selection.

Q. Is there an additional membership charge for being a Chartered Marketer?

A. No there is not an additional charge. You simply need to ensure is that your membership remains current and you submit your CPD on an annual basis to ensure your records are up to date.

Q. Can I submit two years of CPD together to achieve Chartered Marketer status?

A. No, the CPD programme is to show you are keeping up to date within your profession and therefore we require regular submissions over the two-year period.

Q. Do I have to have a CIM qualification in order to become a Chartered Marketer?

A. No, you do not need to hold a CIM qualification. You need to be an ACIM/MCIM/FCIM member and then complete two consecutive years of CPD, followed by the Chartered Marketer assessment.



Q. Are there any restrictions on word count for my reflective statement?

A. No, there are no word count restrictions on the reflective statements for each of your CPD activities. They should not be longer than 300-400 words, but the content is more important than the length in determining whether there has been an effective transfer of learning.

If you have any questions that have not been answered above, please contact +44 (0)1628 427120 or e-mail cpd@cim.co.uk.