

# CIM- Chartered Institute of Marketing



The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners.

University of Worcester has joined forces with CIM to give students the opportunity to gain professional qualifications through the CIM Accredited Degree partnership. CIM qualifications are highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

## **What does this mean:**

Our courses have been mapped to CIM accreditation so that students only need to complete one extra module for a CIM certificate or two extra modules for the CIM diploma. These can be completed alongside their studies or after they graduated (for a limited time)

## **Which courses:**

- Marketing, Advertising and Public Relations BA Hons (MAPR)
- Business and Marketing BA Hons

## **Costs for taking the extra one-two modules:**

- CIM certificate (1 modules) £150 + studying members fee £65
- Diploma (2 modules) £190 each + £65 members

## **Extra perks:**

- Usually, each year, students have the opportunity to partake in the CIM 'The Pitch' to gain invaluable real-world challenge experience, improve teamworking, prizes to be won and for your CV.
- Each year, there are usually other 'perks' which can differ from year to year and CIM usually can come to provide an induction for students
- There are usually some free events and webinars, though these differ each year.