

The Chartered Institute of Marketing-CIM

CIM MATTERS

CIM



CIM Professional Qualification

CIM qualification overview



- Marketing Principles
- Customer Communications
- Digital Essentials



- Marketing
- Integrated Communications
- Customer Experience
- Digital Marketing



- Strategic Marketing
- Mastering Metrics
- Driving Innovation
- Digital Strategy



- Emerging Themes
- Marketing Leadership and Planning
- Analysis and Decision
- Managing Corporate Reputation
- Leading Marketing

Membership Benefits



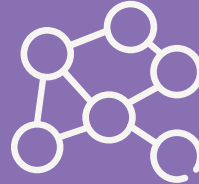
Quarterly magazine
catalyst
and online content
hub, exchange



Monthly
webinars
and access to
on-demand archive



Online marketing
toolkit
with guides
and templates



Join our regional
and sector interest
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**journals,
reports**
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our knowledge hub



Become a Chartered
Marketer with our
CPD
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If you are not a member

But are:

- Actively engaged in a marketing role.
 - Considering a career in marketing.
 - Already studying marketing.
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- Become an Affiliate of CIM today for just £144 or become a studying member for £50
 - Professional Membership <http://www.cim.co.uk/membership/>
 - Qualifications <http://www.cim.co.uk/qualifications/>

Charity & Social Marketing Group: Change for Good

Our purpose

is intended for marketers who are directly or indirectly working to deliver services, campaigns, communications, fundraising initiatives and use social marketing and behavioural economics to influence and positively change populations within the charity, social enterprise and not-for-profit (nfp) sector.

Charity & Social Marketing Group is open to marketers who are interested:

- Connecting with charities, non-profits, social enterprises
- Corporate social responsibility
- Behavioural change & economics
- Social marketing

Charity & Social Marketing Group: Change for Good

Who we are



Professor Ian Bruce
Chair



Patrick Ladbury
Vice Chair



Maria Andrews
Vice Chair & Events



Liz Barnes
Board member



Dr. Simon Davey
Board member



Jude Habib
Board member



Natasha Roe
Board member



Gary Wooten
Board member

Charity & Social Marketing Group

Contact details:

cim.co.uk

<http://sigs.cim.co.uk/charity-and-social-marketing-group/>

Speak to a membership advisor call +44 (0)1628 427120 or email membership@cim.co.uk

Christine Boswell-Munday, Network Manager

Christine.boswell-munday@cim.co.uk

Linked-In

New page to be launched soon