

Gain a *CIM Professional Qualification* whilst studying for your marketing degree!

The Chartered Institute of Marketing (CIM) is the **leading professional body** for marketers worldwide. The University of Hertfordshire offers our **Marketing** students the opportunity to gain **CIM Professional Qualifications** which are **highly sought after** by employers, equipping UH students with the **best opportunities** for a successful marketing career.

Why study for a Professional Qualification?

- Build your confidence as a professional marketer;
- Employers increasingly look for a degree **and** a professional qualification;
- Improve your CV and employment prospects;
- Stand out from other Marketing graduates.

How it all works?

- You can Study for a Chartered Institute of Marketing qualification alongside your degree;
- CIM awards or certificates will be offered at each level;
- Tutor support and coaching incorporated into your degree free of charge*

Students registered on the following degrees are eligible for this opportunity:

- Marketing
- Marketing and/ with Advertising
- Marketing with Digital Communications
- Marketing with fashion

What are the benefits?

As soon as you register for a CIM qualification, you can add **Affiliate Member of Chartered Institute of Marketing** to your C.V. This should immediately improve your chances to gain good work experience, placements and graduate positions at the end of your degree.

Which qualifications are available?

UH Level 4	CIM Foundation Certificate in Marketing	CIM Award in Marketing Principles
		CIM Award in Customer Communications
UH Level 5/6	CIM Certificate in Professional Marketing	CIM Award in Integrated Communications
		CIM Award in Marketing in Action
UH Level 4 Digital degree	CAM Diploma in Digital Marketing	CAM Award in Digital Marketing Essentials
UH Level 5 Digital degree		CAM Award in Digital Marketing Planning
UH Level 6	CIM Diploma in Professional Marketing	CIM Award in Research in Action

Is everyone eligible?

Everyone studying the 3 year degree programmes listed above at Hertfordshire Business School may register for the first award during level 4: ***CIM Award in Marketing Principles***. Some of the other awards and higher level certificates may be subject to performance.

What does it cost?

Hertfordshire Business School is providing the teaching and support for these qualifications ***free of charge***. There are fees which are payable to CIM for membership and each assessment such as:

CIM membership and the CIM Award in Marketing Principles assessment costs £150. To complete the full CIM Foundation Certificate in Marketing (comprising 2 Awards) costs £250.

If you are interested in knowing more, full details will be provided during induction. Level 4 students will be given the opportunity to register for the CIM Award in Marketing Principles during October.

You can view full details of these qualifications on the [CIM website by clicking here](#). For any other queries, please contact Nicky Shevlane: n.shevlane@herts.ac.uk