

Membership grades

Membership is based on experience and qualifications, so as your career develops, you can apply for an upgrade which will reflect your position.

Affiliate Professional >>>

Open to professionals who are actively engaged in or considering a career in marketing, or have an active interest in marketing.

Associate (ACIM) >>>

You may be eligible to become an Associate member (ACIM) if you have either of the following academic qualifications:

- CIM Professional Postgraduate Diploma or university degree majoring in marketing
- Equivalent level diploma majoring in marketing
- Equivalent level marketing professional body examination or another academic award in a relevant discipline

Member (MCIM) >>>

You may be eligible to become a Member (MCIM) if you have either of the following academic qualifications:

- CIM Professional Postgraduate Diploma or university degree majoring in marketing
- Equivalent academic award majoring in marketing

And practical experience:

- Three years' experience in marketing (whether in practice or teaching) including one year in a management role
- You must be employed in a marketing-related role at the time of your application

Senior Management Entry Scheme

If you have considerable marketing experience at a senior marketing level or consultancy, and at the time of application are holding an appointment at or near board level, but hold no formal academic qualifications, you may apply for membership under this scheme.

Fellow (FCIM)

You may be elected to Fellowship after a period of membership, or upon entry to The Institute provided you meet Member (MCIM) criteria.

In both cases, you will need a strong marketing background (circa 15 years), and must have held a role such as Chief Executive, Executive Director, Senior Marketing Executive, Professor of Marketing, Senior Academic or Senior Marketing Consultant for a minimum period of five years.



Chartered Marketer

Open to all MCIM and FCIM members. Chartered Marketer status is the mark of an up to date, experienced and qualified marketing professional. Chartered Marketers have an exclusive logo for their personal use to indicate their status.



Chartered CPD Programme

Chartered CPD Programme

Open to all members, the Chartered CPD Programme is a framework that enables you to manage your professional development. Your participation in the programme provides formal recognition of your commitment to staying up to date and improving your knowledge and skills.