



Considering a CIM qualification? Here's what you need to know

So, you're looking to enrol on a marketing qualification, but where do you start? There are many unanswered questions at the start of any journey, so here is a guide to finding your way with answers to the most commonly asked questions from many of our TMLA students, before embarking on their CIM qualification.

Whether you are funding it yourself, or your organisation is paying, you will want to ensure that the qualification is suitable for your and your organisation's needs and is worth the investment.

What level can I start at?

This depends on your experience and any prior qualifications you may have already. You might have many transferrable skills, but no previous qualifications in marketing. Or you might have been working in an administrative role and are increasingly being asked to take on more marketing activities. Or you might have been working in marketing for some time but not got any formal qualifications.

The [CIM Professional Marketing Qualifications Prospectus](#) will give you details on the entry criteria for each level of qualification. But you still might not be sure about the best level for you so get in touch with us and we can help advise you. We will ask you about your current job role, any qualifications or experience that you might have. If you are not working at that particular time, still give us a call and we can look at what is the best option for you.

What is the cost of the qualification?

The tuition fee is payable to your Accredited Study Centre (ASC) and will vary depending on which centre you choose and what they offer. At TMLA we will provide you with a full quotation for all the costs which you can share with your employer if they are funding you.

Both the annual CIM membership fee and cost of assessments are payable to CIM. Becoming a member of CIM has many benefits as well as studying, such as digital badges that you can add to your social media and access to member-only resources like webinars, study resources and career-enhancing tools, including their Continuing Professional Development (CPD) programme.

When can I start?

The start date of your course will depend upon your chosen study centre. TMLA deliver one module per term for each qualification. You can start either in January, April or September. Typically each qualification takes 12 months to complete. The assessment dates are fixed - one per term, so, everyone completes the assessments at the same times throughout the year.

How do I enrol?

The first step is to enrol with an Accredited Study Centre. At TMLA we will discuss your options with you and answer any other questions you have. Once you are ready to enrol, we will ask you to fill in an application form and then we will complete your enrolment online.

Once you have enrolled, you need to join CIM as a studying member and you will have access to a huge range of resources to help you with your studies. You will be invited together with all the other new students to attend an induction session – all done online – where we will go through joining CIM, entering the assessments and other useful information.

How will I study for my CIM qualification?

At TMLA we offer two options, either live virtual weekly sessions led by a module tutor or online distance learning where you will self-study with our support and guidance. We will provide you with more information about what is included in each of these study options when you contact us so that you can pick the right option for you.

Am I eligible for any module exemptions?

If you've already completed a marketing degree, you may be eligible for module exemptions. CIM awards exemptions through their [Accredited Degree programme](#). Be sure to check if your university and degree are included – this could mean that you only have to study one or two modules to get the full qualification, saving you time and money!

Is it worth the financial investment?

You will want to make sure that you are choosing the correct course for what you want to achieve and that will bring your organisations the benefits – especially if they are paying for you.

Here are a few things to consider to help you decide...

- CIM qualifications are recognised by employers of all types, all around the world.
- Use the course information to check that the subjects you will be studying are relevant to your job role, your career ambition and to your organisation. For some of the qualifications you have a choice of an elective module, which means that you can tailor your learner journey to meet your needs.
- You can enjoy the benefit of having the CIM membership and digital badge on your LinkedIn profile while applying for jobs.
- Once completed, you will be a qualified marketer. Not only will you have gained knowledge and skills, but you will also have gained confidence in using those abilities, applying them in your current role and also helping you to realise your career ambitions.

Hopefully that has answered some of your questions, but you may have more before you feel comfortable to enrol. Get in touch with us and we will be more than happy to help and guide you. You can contact us by email on admini@tmla.co.uk, or visit our website at www.tmla.co.uk.

We look forward to hearing from you.

The TMLA Team