

CIM Academy

CIM Academy is the only study centre owned by The Chartered Institute of Marketing (CIM), and is based at Moor Hall, the home of the Institute.

We offer a range of marketing, digital marketing and sales qualifications via flexible study options to suit the busiest of professionals. Whichever study option you choose, studying with us gives you access to:

- The highest quality resources and expertise
- Exceptional tuition from course directors who are leaders in their field
- A highly supportive network from course directors, a dedicated CIM Academy support team and fellow delegates
- Excellent pass rates and awards for outstanding achievement
- A pay as you learn option and prices which include CIM membership and assessment fees
- A choice of workshop days for some of our qualifications of central London and Moor Hall, the home of CIM

Testimonials

As The Institute's own study centre, CIM Academy has an unrivalled reputation. As such, over 90% previous delegates would recommend us to their colleagues and friends. Past comments have included:

CIM Academy:

'The experience that I had of CIM Academy was great resources, friendly and helpful support staff and most importantly, a strong focus on practical learning that I could apply in my role. I would recommend their courses to others'

'I chose to study through CIM Academy because of the flexible programmes they offer. This meant that I could study online and over a shorter time frame'

'From the highly knowledgeable tutor to the helpful learner support team, I felt supported by CIM Academy team throughout my studies'

'CIM Academy has an excellent support network and my questions were always answered quickly and efficiently'



'Fantastic lectures, friendly atmosphere at Moor Hall and learning so much whilst having fun!'

Professional Certificate in Marketing:

'The Professional Certificate has enabled me to understand all aspects of marketing in greater depth and given me the opportunity to be more proactive within the marketing team. Through the online option that CIM Academy provides, I was able to study at my own pace and be supported by the course directors'

'The tutor clearly knew his subject – he presented well to the group and provided in-depth information'

'The structure of the course is great and the workshops really helped reinforce learning'

'The interaction between the delegates really helped during the workshop. Our tutor and the help for the exam was excellent'

'Excellent advice and support available'

'The learner support team are very helpful and always quick to respond to my queries – thank you!'

'The online tuition through CIMCity, the tutors and the support are excellent. As a result of taking this qualification, I am much more professional and commercially minded'

'I was relatively new to marketing when I began the Professional Certificate in Marketing with CIM Academy. The qualification has not only raised my profile but it has also given me the confidence, terminology and the procedural knowledge that I could not do without'

Professional Diploma in Marketing:

'For career progression, this qualification really opens doors'

'I began studying the Professional Certificate in Marketing with CIM Academy, which I thoroughly enjoyed and have now progressed to the Professional Diploma in Marketing. I was very satisfied with the course, especially the tutors who were brilliant and the support team who were very helpful. I particularly found the Marketing Communications module useful and relevant to my job role. I would recommend CIM Academy's qualifications to anyone serious about progressing and enhancing their career in marketing'



'Achieving this internationally recognised qualification helped me progress my career and supported my forthcoming promotion to a new role'

'The online blended method of learning is easy to fit into a busy work lifestyle and the qualification has helped me to use the correct terminology in my role. It has also given me the added credibility from holding a formal marketing qualification'

'Our course tutor was excellent, providing enough motivation and inspiration to keep you going. The course content itself was demanding, which is what you would expect if studying for a professional marketing qualification'

'The CIM Academy course directors were excellent when delivering feedback on my work based assignments. This meant that I could really develop and perfect my final ideas'

Chartered Postgraduate Diploma in Marketing:

'I chose this qualification as it is unique and unrivalled. The facilities at Moor Hall and the tutor support are excellent'

'I found studying through CIM Academy for the Postgraduate Diploma in Marketing an interactive and engaging way of achieving a highly recognised professional qualification. Overall the course content was excellent, giving me a greater awareness of the marketing principles I need in my role. The structure of the course and the residential sessions suited my learning style and busy working schedule'

'My company chose me to study for a CIM qualification because of the international recognition and the professional standards for which they are associated. The most useful knowledge the qualification brought me was the ability to assess different circumstances, to evaluate their implication and to improve and structure the decision making process. I would definitely recommend this qualification to other marketing professionals'

'CIM Academy's Postgraduate Diploma was an excellent course and the face to face sessions really helped me to better understand the theory, models and also the application in practice'

'Great structure and content. Excellent tutor support within the class'

'The tutors and CIM Academy's facilities are excellent'

'The workshop took my understanding of the case study to a new level. I wouldn't have got there on my own'



'The support and the quality of the materials is fantastic'

'The course director was very positive. Good team facilitation and rapport within the group'

'This qualification has given me knowledge in formulating business and strategic plans, crucial for every strategic level marketer'

'During the qualification I gained a lot of value from the group who had similar levels of business experience. This gave me access to new approaches and concepts from outside of my own industry'

'This course is designed to fit in with the needs of extremely busy professionals – its just what I was looking for'

'The quality of the course content and tutors was superb – challenging, intelligent and up to date'

'Having the correct structure and terminology to define the reasons I am doing what I am doing is great. I was no beginner to marketing but doing this qualification has really allowed me to portray the importance of marketing and get my company to consider marketing in a more strategic way'

Diploma in Digital Marketing:

'The practical nature of this qualification means that I have been able to immediately apply some of the learned concepts in my working life'

Sales qualifications:

'The tutors were very knowledgeable, approachable and very clear. Moor Hall was the best training facility I have attended'

'CIM Academy's qualifications are the best value for money around. Feedback from other staff is extremely positive'

'I was very pleased with the quality and the support I received with this qualification'



The Chartered
Institute of Marketing

CIM ACADEMY

'I found the course to be demanding but thoroughly enjoyable. It has also supported my development within the business'

'Since undertaking the course I have been promoted within my company. This is largely thanks to the knowledge I have gathered since I started studying with CIM Academy'

'Overall the course and all of its content was exceptional. The course directors were informative and the facilities made studying almost a pleasure!'