

Chartered Institute of Marketing

Student Information Pack

May 2026



Accredited Study Centre

Harley Reed Overview

A multidisciplinary professional services group, headquartered in the UK with a strong focus on Africa



Advisory Services

Procurement & Supply Chain | Growth & Markets
| Governance & Risk | People



Knowledge Services

Competency Assessment | Skills Development |
Professional Education | Leadership & Executive
Talent Management



Assurance Services

Supply Chain | Financial | Social & Ethical
| Organisational Readiness

Our knowledge services include a wide range of professional courses spanning procurement, supply chain, accounting, finance, marketing, law, project management and IT

Why study with Harley Reed

Get Ahead – Charter with Harley Reed. An accredited study centre with excellent support and resources, demonstrated by our leading pass rates

◆ We care about YOU

Students are at the centre of all we do. Your success and satisfaction is our goal.

◆ Accredited Centre

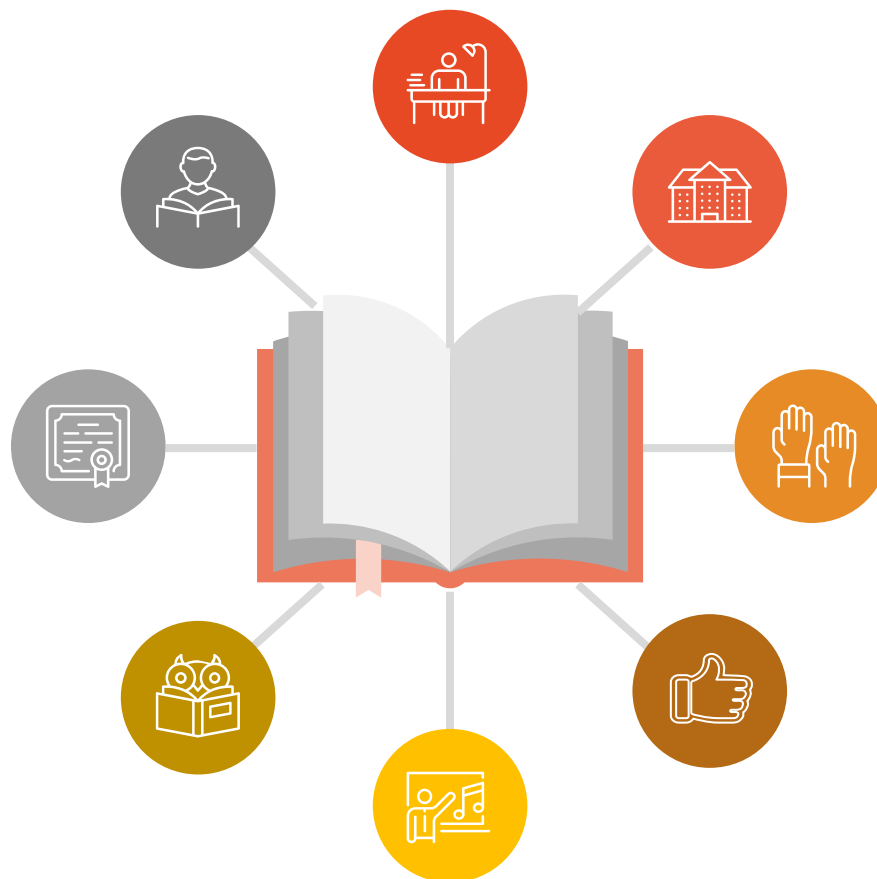
Our centres are accredited giving you peace of mind that we operate to the highest standard

◆ Flexible learning options

Wherever you are, access our flexible range of learning solutions backed by our excellent app and Learner Management System

◆ Expert tutors

Our team boasts of seasoned and experienced tutors with a mix of practical blue chip experience and relevant qualifications.



◆ Comprehensive programmes

Our courses are designed to provide a comprehensive learning package.

◆ Conducive learning environment

Our offices are fully equipped and we offer our students a professional learning environment.

◆ Student Support

Students have access to tutors for support and guidance throughout their studies.

◆ Affordable fees

We keep our prices low, whilst still offering a comprehensive and first class experience.

The CIM Programme



The Chartered Institute of Marketing (“CIM”) is the world's leading organisation for professional marketers.

CIM Facts

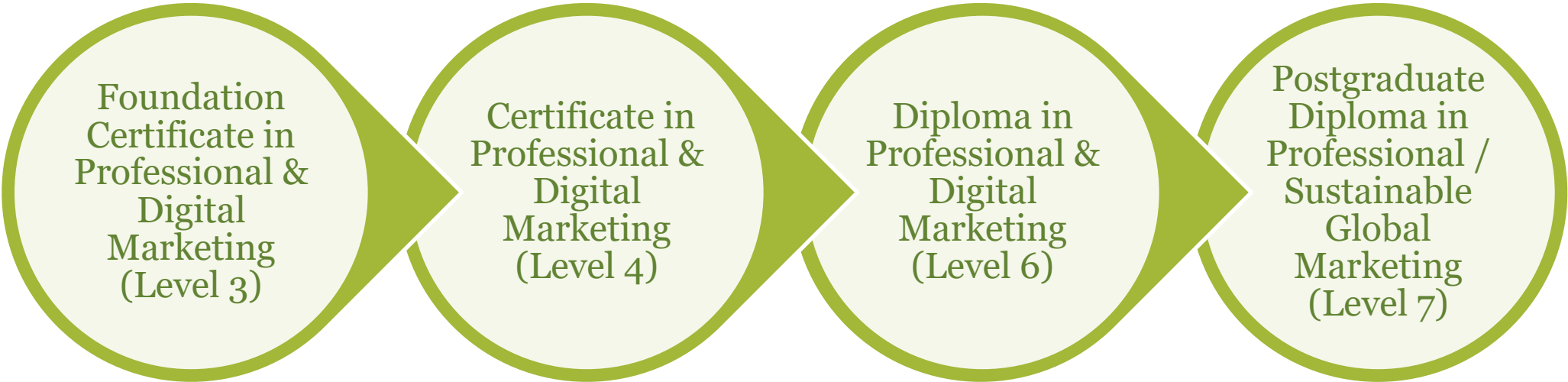
- CIM was founded in 1911 and supports 40,000 members worldwide
- With over 100 years of experience, CIM has built and developed strong relationships with a vast network of employers, governmental bodies and professional institutes across the world
- CIM qualifications open doors for you. The unique set of qualifications will make a real difference in your career with Chartered Marketers highly sought after and enjoying career progression and premium pay

CIM Membership Benefits

- CIM membership will help you stand out from the crowd no matter where you are in your career
- CIM helps you get the most out of marketing through:
 - knowledge sharing.
 - Cutting Edge - weekly e-bulletin with essential marketing news.
 - The Marketer – CIM publication that brings you innovative articles from global experts.
 - Marketing resources - access to CIM online knowledge base and research papers.
 - CIM Direct - a huge selection of business and marketing books.
 - Practical insights through online events (eg webinars).
 - net-working and career development.
 - Consultants' Directory - search or advertise.
 - Market interest and local groups - to share ideas and network.
 - Reduced entrance fee to many events.

CIM Qualifications

CIM provides suites of awards and qualifications for its students.
Choose a Marketing or Digital Marketing pathway at each level



- No entry requirements

- Secondary school completion or above
- Professional practice - one year in a tactical role and diagnostic assessment onto Level 4.

- CIM Level 4 Certificate holders
- Bachelor's or Master's degree holders with a minimum one-third of credits in marketing (i.e. 120 credits in Bachelor's or 60 credits with Master's)
- Professional practice – two years in an operational role and diagnostic assessment onto Level 6.

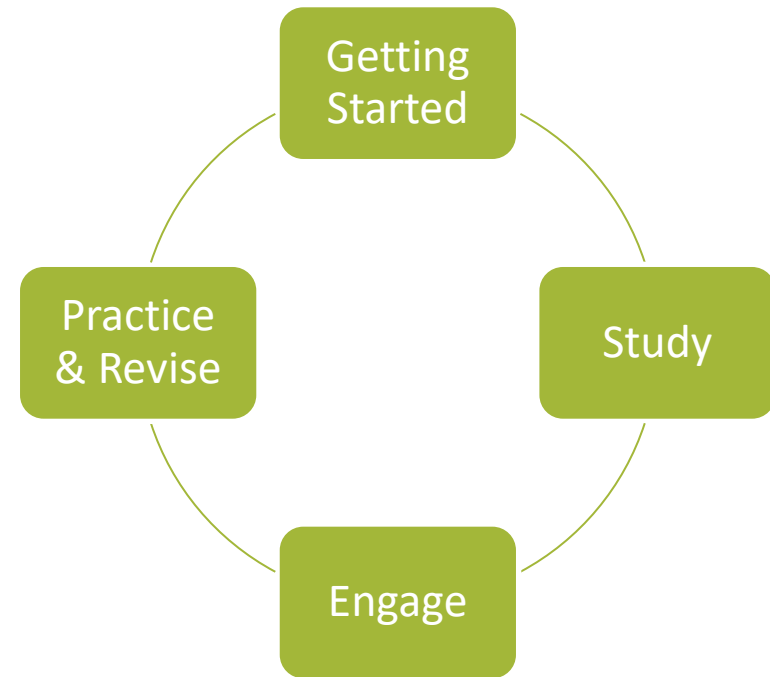
- CIM L6 Diploma holders
- A business or marketing Master's degree with minimum of half of the credits come from marketing modules
- Professional practice – three years at Senior Marketing Management level and diagnostic assessment onto Level 7.

Description	Those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing.	Marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.	Marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills.	A challenging qualification for Senior marketers wishing to move to a more strategic management role.
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CIM Qualification Modules

Level	Foundation Certificate in Professional & Digital Marketing (Level 3)	Certificate in Professional & Digital Marketing (Level 4)	Diploma in Professional & Digital Marketing (Level 6)	Postgraduate Diploma in Professional / Sustainable Global Marketing (Level 7)
No of Modules	2 modules to complete	4 modules to complete	4 modules to complete	3 modules to complete
Modules	One Mandatory • Marketing Essentials Choose one elective • Content and Channels Marketing Insights	One Mandatory • Marketing Impact Choose one or two electives from Group A • Responsible Marketing • Planning Integrated Campaigns Choose one or two electives from Group B • Content Marketing • Search Engine Optimisation • MarTech • Social Media Marketing	One Mandatory • Strategy and Planning Choose one additional mandatory • Societal Impact • Commercial Intelligence Choose one or two electives from Group A • Customer journey optimization • Brand Proposition • Content Strategy Choose one or two electives from Group B • AI Marketing • E-commerce • Social Media Management • SEO & Paid Search Management	Two Mandatories • Corporate Digital Communications • Global Marketing Decisions Choose one elective • Creating Entrepreneurial Change • Sustainable Transformation in Global Marketing

What to expect from your studies



We offer flexible range of study options for our students with respect to location, duration, start date and learning method

Getting Started

- Once registered, our learning advisors will be in touch to support you to develop your learning plan. Finding time to study and progress is critical to your success and we are with you to support you in your journey

Study

- Our courses are delivered in class and online.
- Our Learner Management System (LMS) is your repository for resources, recorded content, and questions to test your knowledge.

Engage

- Use the full power of our LMS (available via browser or mobile app) to interact with other students through messaging and forums.
- connect with your lecturer for individual support, assignment submission and feedback

Practice and Revise

- For modules assessed by exams, you'll have progress tests and a range of exam support.
- For modules assessed by assignment, you'll have group sessions as well as 1-2-1 sessions to review your drafts. We leave no stone unturned in supporting your journey to Chartered status

As with all professional qualifications, you will need to be able to dedicate a significant amount of time to achieve your objective and make best use of the resources we make available

General Guidance



Information on CIM membership, assessments and preparing for exams

- Level 4 and 6 assessments are held 6 times each year
- Level 7 assessments are held in April, July and December each year
- Please refer to our timetables for information on next course dates
- Whilst students are free to attempt as many papers at 1 sitting as they wish, it is our recommendation that students attempt a maximum of 2 papers per examination
- Students should be prepared to dedicate up to 80 hours per module when choosing their preferred progression speed
- Students must register as a student with CIM and register to sit specific exam with CIM before the examination entry deadline if they intend to sit examinations at the next sitting. Aside to Harley Reed tuition fees, an initial registration fee is payable direct to CIM via the CIM online platform, which covers their initial registration and membership for 12 months
- Students with relevant qualifications or experience may be eligible for exemptions. Contact your student advisory for further information

Meeting the needs of Corporate Clients



Enrolling a group? Then contact us for our corporate pricing schedule

- We are also able to offer significant discounts on our standard pricing for groups. Please contact our training team for more information
- Need general marketing training, either for junior staff or strategic training for senior management?
- We are able to conduct CIM courses on an in-house basis for groups starting from 5 students. This allows the course structure and timetable to be flexibly built around the work of employer and employees
- Harley Reed conduct training needs assessments with the objective of identifying competency gaps within the target groups. The assessment is part of the training planning process enabling us to:
 - Determine and finalise the specific training relevant to target groups
 - Determine what training will improve performance
 - Group individuals into appropriate training groups
 - Link improved job performance with the organisation's goals
- All our interactive courses are tailored to the needs of our clients and their employees in terms of the scope, depth and nature of the training and can be delivered in-house or on location at our offices

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