

Mike Lomax, Chair of CIMCIG and a seasoned construction sector marketer, observed:

“Worth over £100 billion per year and responsible for 10% of the working population, the construction sector is both hugely significant and individual in character. CIM’s new marketing qualification will provide a solid foundation for junior marketers and individuals in a marketing support role within the construction industry. It will equip them with the practical skills and knowledge they can apply immediately to make a positive impact on their business and industry.”

Chris Daly, Chief Executive of CIM, adds:

“A CIM qualification gives a solid grounding for a marketing career and professional marketing is a recognised driver of business growth. I am delighted that CIM has partnered with the construction sector to address the marketing skills gap and enable new marketers to gain the right skills and behaviours needed to contribute to the growth of an absolutely vital industry.”

For more information:

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A Marketing Qualification for the Construction Industry

Achieve a professional marketing qualification, develop your skills and knowledge and make a positive impact on your business.

We are pleased to announce that The Chartered Institute of Marketing (CIM) and CIM Construction Industry Group (CIMCIG) have worked together to develop and customise CIM's Foundation Certificate in Marketing. Specifically designed to meet the needs of the construction industry, this tailored qualification allows you to assess your marketing knowledge levels, improve your construction marketing skills and achieve a professional qualification. Throughout, you will be mentored by an industry expert and invited to construction industry events, giving you access to a wide community and opportunity to advance your network.

About Us

CIM is the world's leading professional marketing body and the champion of customer engagement and best practice in the industry. Our aim is to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. Our range of professional qualifications, along with many membership benefits, are designed to support, develop and enable your growth and extend your network. Our professional pathway will help you realise your full potential and excel in your career.

CIMCIG is one of our industry sector forums for members with the aim of sharing knowledge, skills, information and best practice. It works on behalf of its members to raise the status of the marketing profession within the construction industry. CIM and CIMCIG have developed this exciting, customised qualification and CIMCIG has been instrumental in providing industry insights to ensure the programme meets the needs of the industry.

A Customised Marketing Qualification for the Construction Industry

CIMCIG conducted extensive research into the marketing skills of the construction industry, which highlighted the need for a customised qualification to improve marketing capability.

Based on our Professional Marketing Competencies and using industry-specific content, this nine-month qualification is designed to provide you with professional marketing skills, behaviours, tools and a pathway for personal professional development. It combines CIM course material with construction insight, case studies and practical knowledge and is provided by senior marketers in CIMCIG.

The qualification is ideal for people of all ages and stages of their career. Whether you work for manufacturers, material distributors, contractors, professional practices, information providers or specialist marketing consultants, this qualification will help to develop your career.

Overview of what's included:

- An individual skills diagnosis using our online Marketing DNA tool
- The CIM Foundation Certificate in Marketing (level 3) which is an internationally recognised qualification covering:
 - Marketing Principles
 - Customer Communications
- A blended learning study programme that includes:
 - Two intensive face to face workshops
 - Online learning
 - Study Materials
 - Selected core reading books
- CIM qualification assessment fees
- CIM Student membership
- Mentoring – every individual enrolled will also be working under the guidance of their own mentor