

Qualifications can lead to careers



Even if your school life was hard, training in adult life can provide a fresh perspective of where you want to go and what you want to do, marketing courses are no different, offering a second chance to make a first impression.

The nature of work is changing, ultimately, it comes down to the fact that not a lot of people are happy in their roles but unsure about how to progress in or change their career.

This is where training becomes a useful [tool for businesses](#) with those investing in training seeing, on average, a 19% better return on investment than those that don't. Though training is more than just taking a course, with options ranging from on the job learning to far zanier and more creative pursuits, it is the qualification aspect that can really help workers forge their way ahead, and CIM courses are no exception.

Qualifications

Marketing is a constantly changing profession, now working a constant balancing act between the older skills of strategy and tactics with the newer digitally led talents needed in terms of SEO and analytics. It's difficult to know where to specialise and, even more frequently, it is difficult not to feel that you should know everything and, if you don't, then marketing is not for you.

CIM recognises that and tailors their courses accordingly, to give an overview of an industry because, truthfully, both the old and new skills will be needed as the industry evolves. As you go further in to your career, chances to really draw in to and learn more about a particular area become more and more applicable through one day training events.

So, what is the route for you?

Prepare and take chances

First of all, you have to work out if training is right for you. What sort of training is right for you? Can you spare enough time for the studying that comes with any course or will a one-day training session giving you the educational, and networking, opportunities you require to move on in your career? What resources, time and financial, do you have at your disposal?

These are all questions you need to ask of yourself, but there are also things you can ask of others. Once your course has been decided, do you know somebody who has completed it before? You can ask them for their advice on what pre-reading you need to do, how you can organise your time, and what mistakes to avoid; knowing how others achieved the very things you set out to do gives you a roadmap to succeed.

Then, perhaps most importantly, talk to your place of work, can they fund you through the programme? Companies are increasingly hearing the [business case for training](#), and those that invest in upskilling their staff are seeing an increasingly secure return on investment. If your company can fund you, all the better. If they know of a course better suited to you, all the better still. But, please be aware that there are always conditions of this funding; don't think that they'll pay for it and you'll be leaving two minutes after completion, they will expect your newly acquired insights to benefit their business in the first instance.

CIM provides you options

At the Chartered Institute of Marketing, we provide courses based on the skills required in the market and the different levels of marketer needed in an ever-changing environment.

Weighing up your options allows you to choose from a variety of short-term [training courses](#), perhaps allowing a speciality to develop in anything from marketing communications to the newer digital disciplines such as PPC and Analytics. These can provide a significant insight into an area you may want to specialise in without the full-term commitment of a weeklong course.

Yet, if you want to take a wider view of the marketing environment, CIM has courses that allow you to do that, based on your level of experience or an aspirational position you want to achieve. From Foundation Certificate Level 3 covering entry level marketers, to the postgraduate qualification of level 7 for those at the very top of the industry, [CIM qualifications](#) provide the basis for learning how to do your current job better whilst advancing your career.

A training mindset is a great CV eye-catcher

There may not be many roles on jobs sites saying 'CIM qualification required', but it's not going to be the majority of marketing roles. Still, this doesn't mean that training won't be an important addition to your CV.

The same reasoning behind a company seeking more training solutions – plugging knowledge gaps, greater return on investment – apply to your personal journey as well. Companies looking for a better return on their investment will always go for the one prepared to learn. It doesn't matter if it's the company you work for, or the company you want to work for, training will help your career.

For more information go to [CIM qualifications](#)