

# CIM qualification benefits: facts and figures

1

After university degrees, CIM qualifications are the most sought after by employers.

Brand Recruitment, Marketing Recruitment Review & Salary Survey 2019/2020

2

Over 75% of CIM graduates would strongly recommend a CIM qualification to another marketer.

CIM Alumni Survey

3

35% of marketing leaders have a CIM qualification – the most common after a university degree (46%).

Hays, DNA of a Marketing Leader Report 2019

4

60% of CIM graduates are more respected at work or given more responsibility.

CIM Alumni Survey

5

Nearly half (47%) of all CIM graduates get promoted or receive a pay rise within 12 months of graduating.

CIM Alumni Survey