

# Information and Membership Guide

## 2010 - 2011



# About Us...

## The Chartered Institute of Marketing

The Chartered Institute of Marketing (CIM) is the world's largest community of professional marketers. They offer postgraduate level qualifications, set industry standards, and play a key role in representing the marketing profession. Through their website, you can access marketing news, information, research papers (costs may apply), and special interest groups.

## Kent Branch

The Kent branch of the CIM is run by a group of volunteers, including Mary White, a lecturer at Canterbury Christ Church University (CCCU). As a branch they organise different events and workshops for business people in Kent, including a range of free social evenings, and has just hosted a very successful annual lecture at CCCU.

## The Annual Lecture

The annual lecture, "Navigating a Social Media Crisis", took place in CCCU's Old Sessions House and featured guest speaker Clarence Mitchell. Currently Director of Media Strategy and Public Affairs for LEWIS PR, Clarence Mitchell is an ex-BBC reporter, government official and also the official media representative for the Gerry & Kate McCann, the couple whose daughter (Madeline) was kidnapped in 2008 whilst on holiday in Portugal. Along with CIM members, three CCCU students and several lecturers attended this lively and informative talk back in October.

## The Student Chapter

The Kent Branch Student Chapter at CCCU is supported by the CIM, but entirely run by students.

## Our mission

"To provide students with practical marketing experience to complement their degrees and interests whilst developing their skills and enhancing their future job prospects"

## Our objectives

- To work on live marketing projects with Kent companies, the University and the CIM, to enhance and develop skills.
- To improve the relationships between CCCU students, the university and the Kent business community.
- To create a website and regular newsletter to keep the student body and other interested parties up to date with our activities and current marketing information.
- To represent marketing at CCCU by running events for students, and the local community.

All the projects and events we involve ourselves in should aim to meet all or some of these objectives, and be in keeping with our overall mission.

## Our History...

The CIM Student Chapter has been running for a few years, and last year's chairman, CCCU graduate Tom Smith, did a fantastic job of laying the foundations for a successful society, and as Chair for the 2010-11 year, I have high expectations! In 2009, the Student Chapter held a lively launch event with guest speaker David Yates, who at the time was the CIM South East Regional Chairman. He gave an interesting talk to students and lecturers about marketing and the role of the CIM.



Our first major project was for J.C. Rook's, a large Kent butchers who deliver fresh meat for customers around Kent. They asked us to come up with some new designs for their fleet of business-to-business delivery vans. Although they haven't been used yet, Rook's told us that they liked our ideas, and they are keeping them in mind for when they re-paint their vans. It was a fun project that really got the creative juices flowing, as well as brushing up on our team work skills and business-to-business knowledge.

The second major project was for an expatriate family in Hong Kong, who wanted ideas on how to advertise their range of bespoke jewellery, including engagement rings, to middle-class ex-pat males living in Hong Kong. Ideas we came up with included creating business-card style adverts that could be picked up in pubs and bars.



## Coming Up...

There's a lot going on this year – with more members than ever before, and more people wanting our help, there's a lot to get involved in! Here are some of the things that will, time allowing, be achieved this year:

- Helping the Careers and Employability Service at CCCU with their marketing and promotions. The department struggles to communicate effectively with students, and, in return for supporting our activities, we're going to be helping them out with some of their work, including their job fair in January.
- Helping the CCCU Marketing Department with trialling their prospectuses – they're hoping we'll take part in some focus groups to 'pilot' the new prospectuses; hopefully this will mean that the Student Chapter can have a higher involvement in research and design of future prospectuses.
- Organising and taking part in a student "Business Breakfast" event. The general idea is to invite local businesses and students to work on mini-projects - with free bacon sandwiches and drinks to sweeten the deal!
- One of the ideas that sprang from our first exploratory meetings was for a way of selling all our second hand 'stuff', such as books and good quality kitchenware to new students. We need to start thinking about the practicalities of this project ready to launch it next year, and possibly include it on our website?
- The new Enterprise Society, run by a student called Marcus Ball, would also like to work with us on some of their events/projects, so that we can offer our marketing expertise. It also means we can promote them to students who specifically want help with their own entrepreneurial ideas.
- Joe Hunter, one of my vice chairs, has proposed that we could help out on some projects for his Dad, who runs a chain of pubs and would like help with things such as promotions, and re-branding to attract a new market. If anyone else has any contacts like this – just let me now, and we'll try and help!
- Several students have approached me to see if we can help with marketing products they have access to, help with their business ideas, or help market their student societies. These projects can be picked up when we have time, and will usually be completed by small teams, involving the student we're helping, of course!

You do not have to work on all these projects – you can just work on the ones that particularly interest you, when you have the time. The aim is to divide the group into teams for each task, and have different leaders so everyone gets a chance to manage a team. Other opportunities coming up are:

- A Christmas 'team building' afternoon and social evening event.
- Attending central CIM Kent Branch events. Last year, we attended an event on CSR held at Demelza House in Sittingbourne.
- Attending marketing workshops organised by the university

## Benefits...

There are loads of reasons to join the Student Chapter:

Experience practical marketing – put the theory into practice! We work on real projects for real causes.

Develop new skills, and enhance existing ones.

- Put it on your CV – it will look great to employers, and as the CIM is internationally recognised, employers around the world will recognise it.
- Gain “soft-skills” employers look for such as team-work, project management, and communication.
- Have fun!!! Meet other people doing marketing, including future potential business contacts.
- Short of time? You don’t have to attend every meeting, and the student chapter tries to work round exams and busy times of the year, so if you want experience don’t have the time to get a summer internship, or part-time work, the student chapter is ideal!
- Work for a small business, or know people who do? Join up, and we could create a marketing strategy or do promotion or design work for you – for free!!

If you are an active member of the team, and get involved in tasks, you could also receive an official certificate signed by the CIM Kent branch, to prove your involvement, which will be handed when we have our end-of-year event and social.

Read on for membership info and contact details....

## Membership...

All you need to be a member of the CIM Student Chapter is to be a Student of Canterbury Christ Church University and have an interest in Marketing. We welcome members of all nationalities, ages and abilities, whether you're a full or part-time student, an undergraduate or postgraduate, and whatever your degree course.

### How much does it cost?

Being a member of the Student Chapter is completely FREE!!!

### How do I become a member?

You can join the student chapter at any time. To become involved, just e-mail the following information to Jennifer Cook, Chairperson, at [jc431@canterbury.ac.uk](mailto:jc431@canterbury.ac.uk).

- Name and preferred e-mail address
- Year of study and course being studied (e.g. Year 1, Advertising)

There's no commitment, just come along and see what you think. You might also want to join our Facebook group.

## Contact Us...



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Please think about the environment before printing this guide. This guide had been created by as a reference tool for prospective members of the CIM Student Chapter, and may not represent the views of the CIM.