

National Marketing Professional Services



MARKETING
INSTITUTE
IRELAND



Elevating the Standards of Marketing in Ireland

Marketing Institute Ireland (MII) Professional Services provide a clear, structured pathway for the development of marketing professionals and the organisations they support. At the heart of this approach is the MII National Marketing Competency Framework — designed to strengthen professional standards and support continuous development across the marketing profession in Ireland.

For individual marketers, the framework offers clarity and direction – helping professionals identify strengths, focus development efforts, and build a pathway towards professional certification.

For organisations, it offers a consistent and evidence-based approach to building marketing capability. Leaders can align skills development with business needs, strengthen team performance, and create meaningful Professional Development Plans (PDPs). Developed in collaboration with MII members, this work reflects a shared commitment to raising professional standards and strengthening marketing practice across Ireland.

Path to Professional Certification

The MII National Marketing Professional Services consists of:

National Marketing Competency Framework

The MII National Marketing Competency Framework defines the critical skills, knowledge and abilities that must be mastered by marketing professionals in Ireland.

Educational Resources

MII Members also get access to our Insights section, featuring blogs, industry updates, and resource library. They can join events such as webinars, networking and meetups, and access Education & Training to grow their marketing skills.

Competency Assessment

An online tool designed to help marketers evaluate their expertise across 10 Marketing Competencies.

Personalised Development Reports

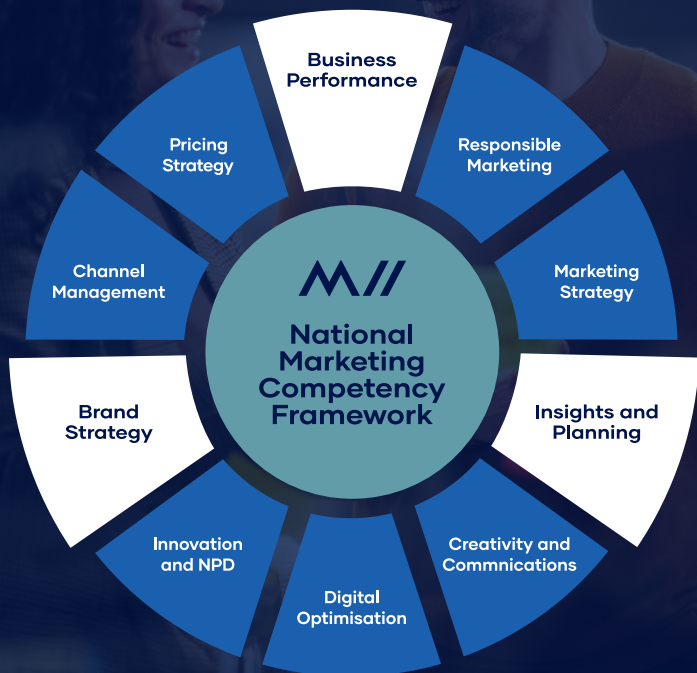
The assessment generates a personalised report, highlighting the individual's standing in the marketing profession. Teams can also avail of their team report.

Certification

Upon successfully completing the assessment at Executive & Senior Level, participants receive the MII Certificate of Marketing Professional Competency.

National Marketing Competency Framework

The National Marketing Competency Framework defines the critical skills, knowledge and abilities that must be mastered by marketing professionals in Ireland.



The Competencies

At its core, the National Marketing Competency Framework highlights what good looks like and how you get there, identifying the three core competencies that every marketer, regardless of experience level or industry type must master.

1. Brand Strategy
2. Business Performance
3. Insights & Planning

It also identifies the important additional seven competencies that make up the marketing discipline.

4. Responsible Marketing
5. Marketing Strategy
6. Creativity & Communications
7. Digital Optimisation
8. Innovation & NPD
9. Channel Management
10. Pricing Strategy

Whether you are new to marketing, developing your personal skillset or looking to recruit the right person, these competencies are the essential components of marketing success.

Competency Assessment Service

Our online proctored assessment tool allows marketers to evaluate their proficiency across 10 key competencies and generates a personalised report highlighting strengths and development areas – supporting focused, tailored growth plans.

There are three levels of assessment available:

Foundation Level	Executive Level	Senior Level
50 questions	150 questions	150 questions
For entry-level marketers	For marketing professionals	For experienced marketers
up to 3 years marketing experience	3–10 years marketing experience	10+ years marketing experience

MII Professional Certification

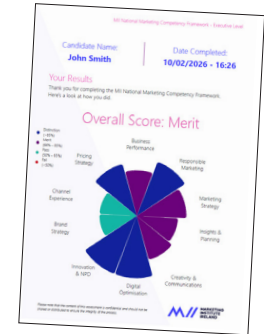
Upon successful completion of the Executive or Senior assessment, MII members will be awarded the Certificate of Marketing Professional Competency from MII, recognising their demonstrated proficiency across the ten key marketing competencies.



Personalised Development Reports

Individual Report

Each participant receives a personalised report highlighting their strengths and development areas across key marketing competencies. Aligned with the National Marketing Competency Framework, it provides clear insights to support career planning, professional growth, and future learning.



Team Report

These provide a consolidated view of your team's collective marketing capability, highlighting shared strengths alongside priority areas for development at a team level.

The purpose of this report is to support informed decision-making around team development, resourcing and capability-building. It is designed to guide constructive learning interventions, and strengthen overall marketing effectiveness.



Interested in Learning More?

If you'd like to explore how our MII Professional Services can support you or your team, we'd be delighted to speak with you.

Book a short introductory call

Scan the QR code to schedule a free consultation with a member of our team. We'll talk you through the options to help you identify the best fit.

Send us an email

If you have a specific question or would like more information, email us at professional@mii.ie

Whether you are exploring certification, professional development, or membership options, our team can guide you through the next steps.

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