

## QUALIFICATION OVERVIEW

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. By understanding how to develop integrated communications you will be able to develop effective value propositions.

Successful completion of the CIM Level 4 Certificate in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at an operational level and to perform an essential and successful professional marketing role within the workplace.

Those who successfully achieve this qualification are able to understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

## QUALIFICATION STRUCTURE

Our qualification and award pathways have been structured to reflect the need for a flexible and bite-size approach for today's professional marketer.

The certificate qualification consists of three modules, two **mandatory** and one **elective**.

Complete one module and receive an award. Complete two mandatory modules and one elective module to achieve the full qualification.

There is a choice of elective modules and we will be continually reviewing them and adding more in line with industry demands.

## BITE-SIZE AWARDS

Each module can be achieved as a distinct, self-contained award which can be built up to attain the full certificate.



## FULL QUALIFICATION

To achieve the professional qualification, a pass in BOTH mandatory modules plus ONE elective module is required.

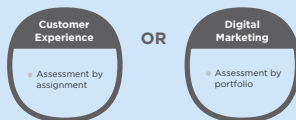
### TWO MANDATORY MODULES



AND

### YOUR CHOICE OF ELECTIVE MODULE

Currently there are two elective modules available. This will be continually reviewed.



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CERTIFICATE IN PROFESSIONAL MARKETING (CUSTOMER EXPERIENCE)  
OR  
CERTIFICATE IN PROFESSIONAL MARKETING (DIGITAL MARKETING)



[www.cim.co.uk/cimcertificate](http://www.cim.co.uk/cimcertificate)

## WHO IS IT FOR?

The Certificate in Professional Marketing is aimed at the aspiring professional marketer who wishes to gain knowledge and skills to succeed and progress within a career in marketing.

Ideal for those working in marketing support roles (eg marketing assistants) or whose current job encompasses elements of marketing.

## ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Certificate in Marketing qualification.
- Any relevant Level 3 qualification.
- Any UK degree or international equivalent.
- International Baccalaureate (equivalent to NQF Level 3 and above).
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4.

If English is not your first language, you will also need to provide evidence of achieving one of the following English language qualifications within the last two years: IELTS Academic Module with overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

## WAYS TO STUDY

Enrolment at a CIM Accredited Study Centre is required to study the CIM Modular Pathway qualification. The following modes of study are available:

- Face-to-face.
- Distance learning.
- Blended (a combination of face-to-face and distance learning).

# CERTIFICATE IN PROFESSIONAL MARKETING

## MANDATORY (MARKETING)

Marketing is a key driver of success in today's dynamic organisations. This module will give you an insight into marketing concepts and tools and how these are applied to deliver results.



### AIMS OF THE MODULE

This module is about recognising the importance of marketing's role in driving success and delivering results. It provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making; and the elements of the marketing mix and how these are applied to address market and customer needs.

### MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

By the end of this module you should be able to:

#### Unit 1: The marketing concept

- Understand the role and function of marketing (10%).
- Understand what influences customer behaviour (15%).

#### Unit 2: Analysis and insight

- Identify factors and trends in the marketing environment and how they affect marketing planning (15%).
- Identify options for gathering relevant marketing information (15%).

#### Unit 3: Marketing mix

- Know the elements of the marketing mix (30%).
- Apply and adapt the marketing mix to satisfy customer needs (15%).

### ASSESSMENT: A MULTIPLE-CHOICE EXAM (A TWO HOUR OBJECTIVE TEST)

50 multiple-choice questions to be completed in a two hour controlled assessment.

## MANDATORY (INTEGRATED COMMUNICATIONS)

Marketers need to communicate effectively with internal stakeholders and customers. This module will provide you with the skills to assist in developing communications to build sustainable relationships.



### AIMS OF THE MODULE

This module aims to enable understanding of the importance of effective internal and external communications in building sustainable relationships and delivering customer value. It provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.

### MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

By the end of this module you should be able to:

#### Unit 1: Internal marketing

- Know how to build cross-functional relationships (15%).
- Understand how to harness resources to deliver effective marketing solutions (10%).

#### Unit 2: Value proposition

- Create effective communications to deliver value to customers (15%).
- Understand product and brand management (20%).

#### Unit 3: Marketing communications

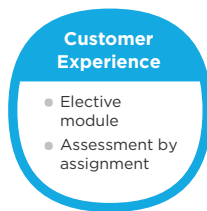
- Understand the components of the marketing communications mix (20%).
- Develop integrated marketing communications (20%).

### ASSESSMENT: ASSIGNMENT

A 12 page assignment, of three tasks, based on a given scenario and an organisation of choice.

## ELECTIVE (CUSTOMER EXPERIENCE)

Marketers increasingly need to develop deeper knowledge of customers in different contexts. This module will enable you to understand and enhance customer experience.



### AIMS OF THE MODULE

This module recognises how deeper knowledge of customer requirements within different contexts allows organisations to enhance customer experience. It provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.

### MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

By the end of this module you should be able to:

#### Unit 1: Customer context

- Understand the range of different contexts across which marketers operate (15%).
- Understand the importance of customer expectations (15%).

#### Unit 2: Customer experience

- Understand the different dimensions of customer experience (20%).
- Deliver activities that enhance customer experience (20%).

#### Unit 3: Measuring and monitoring

- Know how to monitor and measure customer experience in context (15%).
- Use metrics to improve future customer experience (15%).

### ASSESSMENT: ASSIGNMENT

A 12 page assignment, of three tasks, based on a given scenario and an organisation of choice.

## ELECTIVE (DIGITAL MARKETING)

Marketers need the essential skills to identify, integrate and monitor digital tactics to enhance marketing activities.



### AIMS OF THE MODULE

This module is about appreciating the importance of the ever-evolving digital landscape and understanding how to develop skills to improve digital marketing effectiveness. It provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective monitoring and measurement techniques that enable organisations to improve digital marketing performance.

### MODULE STRUCTURE

Three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria (weighting indicated in brackets).

By the end of this module you should be able to:

#### Unit 1: The digital landscape

- Understand the opportunities and challenges presented through the disruptive digital environment (15%).
- Assess the impact and influence of the dynamic digital environment (15%).

#### Unit 2: Digital toolkit

- Understand how key digital tools can support and enhance marketing (20%).
- Understand the relevance of digital platforms and channels in context (20%).

#### Unit 3: Digital in action

- Develop digital activities to support and enhance multichannel marketing (15%).
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness (15%).

### ASSESSMENT: PORTFOLIO

A work-based portfolio which is broken down into three tasks – research, plan and report.

# CERTIFICATE IN PROFESSIONAL MARKETING

## ASSESSMENTS

A variety of assessment methodology is used for the Certificate in Professional Marketing depending on the module chosen. Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs.

In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

## HOW LONG WILL IT TAKE TO STUDY?

Notional learning time - this is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria and includes:

- Guided learning hours.
- Practical and work-based learning.
- Assessment preparation time.
- Assessment time.

Each module will take 130-150 hours notional learning time.

There are three assessment sessions per year.

## ENROL NOW

- **Choose and contact your preferred Accredited Study Centre**
- **Join CIM** - To take a qualification, you'll need to join us first. As a member of CIM, you will have access to a range of benefits and resources that can support your studies and professional marketing career. If you are already a member, just apply for your chosen qualification. To join, simply complete an application form online at [www.cim.co.uk/joinonline](http://www.cim.co.uk/joinonline)

Our Accredited Study Centres are here to help. Find a Study Centre at [www.cim.co.uk/studycentres](http://www.cim.co.uk/studycentres).

Or call the CIM Customer Experience team:  
**+44 (0)1628 427120**

## WHAT ARE THE COSTS?

All our qualifications represent a sound investment in your future and your employer may therefore be willing to sponsor you.

The costs depend on the course, the mode of study and the Accredited Study Centre. Some study centres may bundle costs together, you should expect to pay for tuition fees, study materials, assessment fees and CIM membership.

Costs for tuition will vary depending on your chosen study centre, so it is worth contacting a few to compare prices, find out what is included and the levels of support offered.

## YET TO FINISH A CIM QUALIFICATION?

If you have started a CIM qualification, you may be eligible to transfer to the new qualifications. Contact CIM about transition options.

## EXISTING UNIVERSITY MARKETING DEGREE GRADUATES

We partner with leading UK universities to match the content of their marketing degree courses against CIM qualifications to assess where we can award exemptions. This means that current and past students at eligible universities can gain CIM qualifications without having to do all the usual assessments.

Find out more at [www.cim.co.uk/gradexemptions](http://www.cim.co.uk/gradexemptions)

## WHAT'S NEXT?

If the Certificate in Professional Marketing is not right for you, we offer the Diploma in Professional Marketing. It's designed for marketers working in an operational, supervisory or management role. If you have a marketing degree, you may be able to start at diploma level.

Find out more at [www.cim.co.uk/cimdiploma](http://www.cim.co.uk/cimdiploma) or contact your study centre.

