



Level 4 (Intermediate)

Certificate in Professional Marketing

Certificate in Professional Digital Marketing



About CIM

CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 12,500 studying members in 118 countries and 18,000+ assessments are taken by our students every year.

Our qualifications are delivered through an international network of Accredited Study Centres, enabling you to learn in a way that suits your lifestyle – from flexible awards to full qualifications.

Each module is based on our unique Professional Marketing Competencies designed to help marketers meet the increasing demands that are expected of them at every stage in their career.

Over
100 years
of supporting, developing
& representing marketers

12,500+ 
current studying members

118 
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CIM qualifications road map

| Qualification | Who it is for |
|--|--|
| Foundation Certificate in Professional Marketing | Those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing. You can choose between two qualifications to suit your individual career path. |
| Foundation Certificate in Professional Digital Marketing | |
| Certificate in Professional Marketing | Marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career. You can choose between two qualifications to suit your individual career path. |
| Certificate in Professional Digital Marketing | |
| Diploma in Professional Marketing | Marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path. |
| Diploma in Professional Digital Marketing | |
| Postgraduate Diploma in Professional Marketing | Senior marketers wishing to move to a more strategic management role. Through studying you'll develop the desired skills needed to respond to international marketing challenges. Please note: This qualification is only available to those who reside outside of the UK. |
| CIM Marketing Leadership Programme | Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities. |

| Structure | Level |
|--|--|
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing Principles, Communications in Practice</p> | <p>Level 3 (Foundation)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing Principles, Digital Fundamentals</p> | |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Customer Insights</p> | <p>Level 4 (Intermediate)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Digital Marketing Techniques</p> | |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing & Digital Strategy, Innovation in Marketing</p> <p>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass: The Digital Customer Experience, Resource Management, Managing Brands</p> | <p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Marketing & Digital Strategy, Digital Optimisation, The Digital Customer Experience</p> | |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Global Marketing Decisions, Corporate Digital Communications, Creating Entrepreneurial Change</p> | <p>Level 7 Equivalent level to a Master's degree (Advanced)</p> |
| <p>To gain this qualification you'll need to achieve a pass in the following modules: Contemporary Challenges, Leading Change</p> <p>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass: Consultancy, Managing Business Growth</p> | |

Level 4 (Intermediate)

You'll have a choice to choose between studying the Certificate in Professional Marketing or the Certificate in Professional Digital Marketing. Both qualifications will equip you with the skills, knowledge and understanding to perform at an operational level and carry out an essential and successful professional marketing role with the workplace.

Who it is for

Our level 4 qualifications are for those aspiring professional marketers who wish to gain knowledge and skills to succeed and progress within a career in marketing.

Some typical job titles of those who study our level 4 qualifications include: marketing executive, marketing officer, marketing communications executive and communications specialist.

How will it benefit you

- Get a unique opportunity to blend practical skills and academic understanding.
- Improve your global competitive advantage, increase your confidence and employability.
- Keep up with the latest trends and stay ahead in your field.
- Invaluable opportunity to network with other marketers.
- CIM qualifications are recognised by businesses all over the world.

Entry criteria

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

- CIM Level 3 Introductory Certificate in Marketing qualification or CIM Level 3 Foundation Certificate in Marketing or CIM Level 3 Foundation Certificate in Professional Marketing or CIM Level 3.
- Foundation Certificate in Professional Digital Marketing.
- 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) and 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.

Assessments

- A mixture of exam and assignments based on a given theme and an organisation of your choice.
- Employer-driven, practitioner-based, relevant and appropriate for business needs.
- Three assessment sessions per year taking place in December, April and June/July.

Ways to study

- Choose face-to-face study, distance (online) learning or a mix of the two (blended learning).
- You can also achieve each module as an individual award.

Length of study

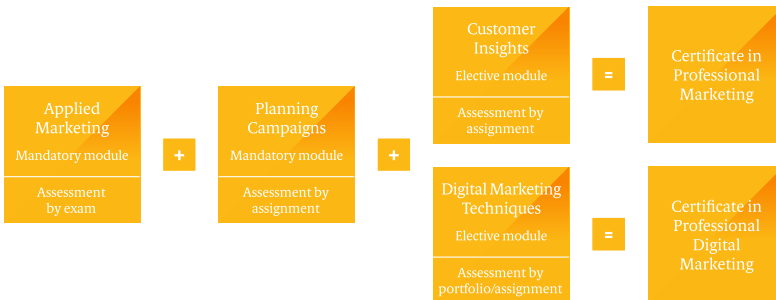
- The Total Qualification Time (TQT) per module is 170 hours.
- TQT includes guided learning hours, practical and work-based learning, assessment preparation time, assessment time and supported self-study time.

Qualification structure

Our qualifications have a flexible structure which have been designed to meet the needs of today's professional marketer.

Each module can be taken as an individual award or combined into either of the full qualifications comprising two mandatory modules plus one elective module.

To achieve a full qualification at level 4, a pass in both mandatory modules and one elective module is required.



Currently there are two elective modules to choose from at level 4, which will determine which qualification you will achieve on completion. This will be continually reviewed.

Modules

Applied Marketing

Mandatory Module

Aim of the module

In this module, you will learn about the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.

Please note the Applied Marketing module is the mandatory module for both qualifications at level 4.

Unit 1: The Marketing Concept

- Understand the contribution of marketing to the organisation.
- Know what influences customer behaviour across a range of contexts.

Unit 2: Analysis and Insight

- Understand the factors and trends in the marketing environment and how they affect marketing.
- Know a range of options for gathering relevant marketing information.

Unit 3: Marketing Mix

- Understand the application of the marketing mix within the different marketing contexts.
- Know how to apply and adapt the marketing mix to satisfy customer needs and business goals.

Assessment: Examination

The examination will comprise of multiple-choice questions to be completed in a controlled assessment.

Planning Campaigns

Mandatory Module

Aim of the module

This module gives you the knowledge and skills to plan and implement successful campaigns that deliver real results for an organisation. You will learn the campaign planning process including how to analyse an organisation's current position. You will also learn how to set campaign objectives, implement a campaign then measure and evaluate its success to aid continuous improvement in the fast-changing world of marketing.

Please note the Planning Campaigns module is the mandatory module for both qualifications at Level 4.

Unit 1: Campaign process

- Understand the process of planning a campaign.
- Know how to undertake an internal and external situational analysis.

Unit 2: Planning campaigns in action

- Know how to develop a successful campaign plan.
- Understand how to implement a plan in practice.

Unit 3: Campaign success

- Understand the principles of monitoring a marketing campaign.
- Know how to undertake a post campaign evaluation.

Assessment: Assignment

An assignment, based on a given theme and an organisation of choice.

Modules

Customer Insights

Elective Module

Aim of the module

Customer loyalty, the customer/user experience and customer insight are the core of achieving optimum satisfaction and retention. This module gives you an understanding of the contemporary customer's complex needs and wants, their behaviour as consumers and how this sets their expectations. You will learn how to gain the insight required to understand those needs and map the journey to ultimately improve their experience.

Please note if you would like to achieve the Certificate in Professional Marketing, you will need to achieve a pass in both mandatory modules and the Customer Insights elective module.

Unit 1: Fundamentals of customer behaviour

- Understand the range of customer contexts in which the marketer operates.
- Understand the key factors that influence customer behaviour.

Unit 2: Customer experience

- Understand the customer experience.
- Know how to enhance the customer experience.

Unit 3: Measuring and monitoring

- Understand the range of research methods and metrics available to monitor customer experiences.
- Know how to use and apply research approaches to gain insight and inform decision making.

Assessment: Assignment

An assignment, based on a given theme and an organisation of choice.

Digital Marketing Techniques

Elective Module

Aim of the module

This module focuses on the importance of the ever-evolving, dynamic digital landscape. You will develop skills to improve digital marketing performance and explore the challenges and opportunities within the digital environment. You will also use a range of tools to plan how to enhance an organisation's effectiveness in the digital age.

Please note if you would like to achieve the Certificate in Professional Digital Marketing, you will need to achieve a pass in both mandatory modules and the Digital Marketing Techniques elective module.

Unit 1: Digital techniques

- Understand digital marketing tools and techniques.
- Assess different applications of digital marketing .

Unit 2: Digital enhancement

- Know how to integrate digital and offline marketing.
- Understand approaches to enhancing stakeholder engagement.

Unit 3: Digital management

- Know how to develop a digital marketing plan.
- Apply and adapt digital marketing analysis.

Assessment: Portfolio/assignment

The assessment will require submission of a portfolio/assignment based on a theme and an organisation of choice.

Next step: find a study centre - visit: cim.co.uk/study-centres

CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member. You'll be able to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking events and top up your skills with a discounted rate on our wide range of training courses. Also, as a member you'll gain recognition as a current and actively engaged marketer.

Marketing and study resources

Whether you want to understand marketing trends within your industry or gain more insights about your customers, you will get free online access to an extensive range of reports, journals, business publications and marketing books. In addition, you will also have access to a range of CIM published e-books. cim.co.uk/resources

Member exclusive webinars

You can gain access to our webinars. Hosted monthly by subject matter experts, and available on demand via our content hub Exchange, our member exclusive webinars keep you up-to-date and knowledgeable on topics covering all aspects of marketing, with practical learnings you can apply immediately.

Content hub

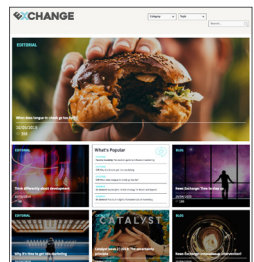
Our online content hub, Exchange, is packed with great writing, insightful data and thought leadership. Exchange publishes weekly content designed to provoke thought on a global scale. Exploring various sectors, disciplines and markets, we want to help shape the marketing profession and support the people that work within it.

Catalyst

CIM's quarterly digital magazine, Catalyst, explores the world of marketing – delving into current issues within the profession and explaining the transformation that marketing is currently undertaking.



CATALYST



EXCHANGE

FAQs

I am looking to study a CIM qualification.

What are my next steps?

The first step to studying is to enrol with an Accredited Study Centre at cim.co.uk/study-centres. Your Centre will discuss your options with you and once you have enrolled, you can then join us (cim.co.uk/join) as a studying member and have a wealth of study resources at your fingertips.

How much will it cost?

You will need to pay a tuition fee to your Accredited Study Centre, the cost of which can vary per centre. Fees payable to CIM include your annual membership fee and cost of assessments. You can find a list of appropriate fees on our website. Students are eligible for reduced assessment fees if residing in a country that qualifies for international reduced rates.

Can I study on my own?

Self-study is not an available method of study. To study a CIM qualification, you must be enrolled with one of our Accredited Study Centres. Studying with an Accredited Study Centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

I have a marketing degree.

Am I eligible for any module exemptions?

We award exemptions through our Graduate Gateway programme. You can see if your university and degree are included here cim.co.uk/qualifications/graduate-gateway.

Will I be a Chartered Marketer after completing a CIM qualification?

The prestigious Chartered Marketer status is achieved through a combination of qualifications, experience and Continuing Professional Development (CPD). To become a Chartered Marketer, you must first reach ACIM, MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. A CIM qualification at level 6 and 7 will contribute towards your eligibility for graded membership.



If you have any
other questions
you'd like
answered, email
qualifications@cim.co.uk

Enrol now

Choose and contact your preferred Accredited Study Centre at:
cim.co.uk/study-centres,
call the CIM Customer Experience team: **+44 (0)1628 427120**
or email **qualifications@cim.co.uk**

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 visit: **cim.co.uk/join**



