

## Qualification overview

The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally in a support-level marketing role. We bring learning to life through meaningful assessments which reflect the demands of the modern industry. As a result, you will develop a good understanding of the wider role of marketing and see how your practical skills can be applied to future career progression.

Successful completion of the CIM Level 3 Foundation Certificate in Marketing will equip the student with the knowledge, skills and understanding to be able to perform in a support level role and to carry out an essential and successful professional marketing role within the workplace.

Those who successfully achieve this qualification will be 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 marketer.

This qualification consists of two mandatory modules. However, you can choose to complete just one module and gain an award. Should you choose to continue to study and successfully complete the second module, you will achieve the full qualification.

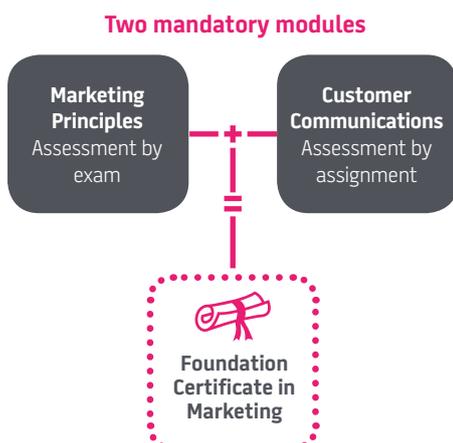
### Bite-size awards

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



### Full qualification

To achieve the qualification, a pass in **BOTH** mandatory modules is required.



## Who is it for?

The Foundation Certificate in Marketing is aimed at those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out on a marketing career.

## Entry requirements

It is not necessary to have any previous experience or knowledge of marketing and you can choose to study in a way that suits your requirements and availability. We do, however, ask that if English is not your first language, you provide us with evidence that you have achieved – within the past two years – either an IELTS Academic Module with an overall score of 6.5 (each component pass being at 6.0 or above) or the Cambridge Certificate of Advanced English at grade B or above. We are prepared to 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).

## Assessments

We use a combination of methods to assess the Foundation Certificate in Marketing. For the Marketing Principles module, there will be an external assessment consisting of a 90 minute online test, in which you answer 50 multiple-choice questions. In the Customer Communications module, the external assessment is a seven page assignment scenario based on a given and organisation of your choice.

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.

# Foundation Certificate in Marketing

## Marketing Principles (mandatory)

As a marketer, it is important to understand a number of key concepts and be able to apply them to your business environment. This module will give you a grounding in a number of core principles.



### Aims of the Module

This module provides an understanding of the key concepts and terminology used in marketing. It also gives you a knowledge and understanding of the role and function of marketing within organisations and explores the factors that influence consumer behaviour.

You will identify key components of the marketing environment and develop an appreciation of how to collect and use relevant information. The module outlines the concepts and elements which make up the marketing mix and shows you how they are applied in context.

### 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: Discovering marketing

- Describe the role and function of marketing within organisations (15%).
- Explain the factors that influence consumer behaviour (15%).

#### Unit 2: The marketing environment

- Identify the key components of the marketing environment (20%).
- Know how to collect relevant information about the marketing environment (15%).

#### Unit 3: The marketing mix

- Describe the concept and elements of the marketing mix (20%).
- Know how the marketing mix is applied in different contextual settings (15%).

### Assessment: Examination

The examination will comprise 50 multiple-choice questions to be completed in a 90 minute controlled assessment.

## Customer Communications (mandatory)

Through this module, you will build your understanding of the importance of customer relationships and discover the way in which marketing communications can be used as a tool of engagement.



### Aims of the Module

This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. You will gain knowledge and understanding of the purpose and process of marketing communications and the range of tools available. You will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.

### 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:

#### Unit 1: Who are customers?

- Have an understanding of different types of customer (15%).
- Understand the nature and importance of customer relationships (15%).

#### Unit 2: Communicating with customers

- Know the purpose and process of marketing communications (10%).
- Understand the range of different marketing communications tools available (30%).

#### Unit 3: Creating a marketing communications campaign

- Be able to create an outline marketing communications campaign (20%).
- Be able to implement the marketing communications campaign (10%).

### Assessment: Assignment

You will be asked to submit a seven page assignment based on a given scenario and an organisation of choice. This assignment is broken down into three tasks.

# Foundation Certificate in Marketing

## How long will it take to study?

Notional learning time 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. This includes:

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

Each module will take 80-90 hours of notional learning time.

There are three assessment sessions per year within the new CIM qualification.

## 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?

We offer a number of qualifications and bite-size awards that may be relevant to you. Take a look at [www.cim.co.uk/qualifications](http://www.cim.co.uk/qualifications) to find out more.

If you are looking for a full qualification and the Foundation Certificate in Marketing is not right for you, we offer the Certificate in Professional Marketing. It's ideal for those working in a marketing support role (eg marketing assistants) or whose current job encompasses elements of marketing. Find out more at [www.cim.co.uk/cimcertificate](http://www.cim.co.uk/cimcertificate) or contact your study centre.

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.



## 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