

Mastering Metrics is a module that sits within the suite of Level 6 modules. Successful completion of this module will provide you with an award. You can also combine this with other Level 6 mandatory and elective modules to achieve the CIM Diploma in Professional Marketing.

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

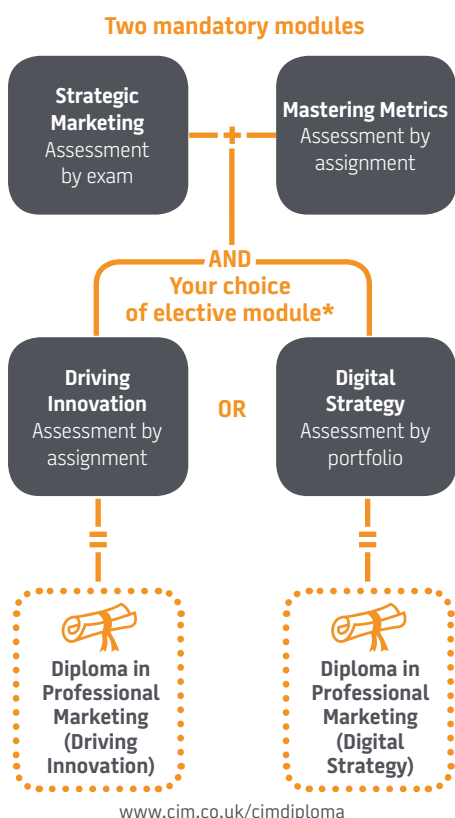
## Bite-size awards

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



## Full qualification

To achieve the professional qualification, a pass in **BOTH** mandatory modules **PLUS** one elective module is required.



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

Marketers need to be able to selectively analyse data for insight, and undertake effective decision making in relation to the utilisation of marketing resources. This module looks at the increasing volume and range of data, innovative methods of analysis and new measures of marketing effectiveness.

## Aims of the Module

This module examines the role of marketing metrics and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how these techniques, aligned to business objectives, can establish and determine marketing effectiveness. It outlines the value of using appropriate data sources to enable analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.

## 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: Metrics and analytics

- Understand the role of marketing metrics (15%).
- Understand the significance of different measurement techniques across a range of market contexts (10%).

### Unit 2: Measuring effectiveness

- Know the relevant measures of marketing performance (15%).
- Apply marketing metrics to establish the effectiveness of marketing activities (20%).

### Unit 3: Analytics for decision making

- Understand appropriate sources data analysis (15%).
- Utilise various analytics tools and techniques for marketing insight and strategic decision making (25%).

## Assessment: Work-based assignment

A 16 page assignment, of three tasks, based on a given scenario and an organisation of choice.

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

# CIM Level 6 module: Mastering Metrics

## Who is it for?

This module is aimed at marketers working in an operational, supervisory or management role and who want to develop their marketing knowledge and skills across a range of areas.

It is suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.

## Entry requirements

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

- Professional Certificate in Marketing or Certificate in Professional Marketing.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (ie 120 credits in Bachelor's degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

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 this module. The following modes of study are available:

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

## 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 130-150 hours notional learning time.

There are three assessment sessions per year.

## What are the costs?

Our qualifications and bite-size awards 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.

## 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 Diploma in Professional Marketing is not right for you, we offer the Chartered Postgraduate Diploma in Marketing. It's our strategic, two stage marketing qualification.

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



## Enrol now

- Choose and contact your preferred Accredited Study Centre.
- Join CIM – To take a qualification or a bite-size award, 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**