

## Specification:

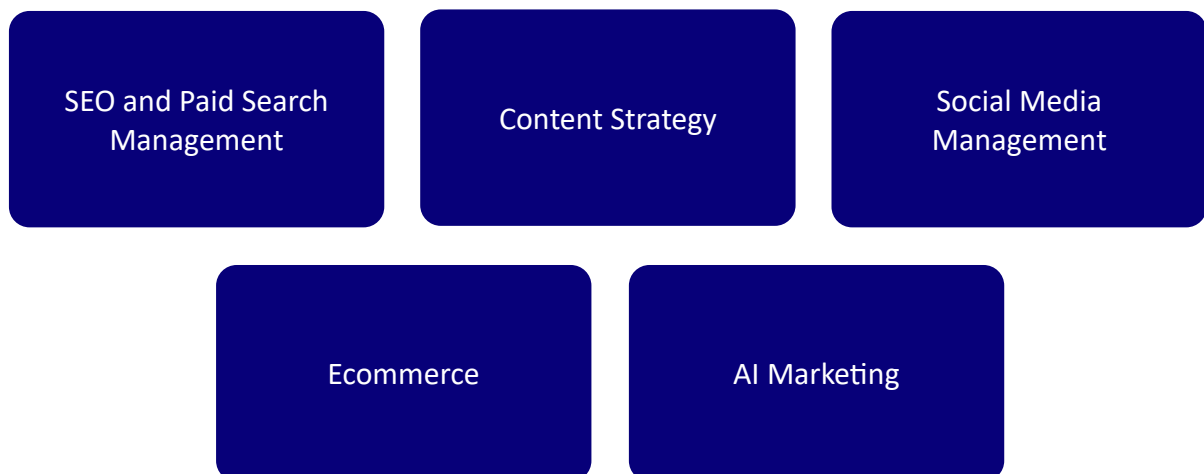
### About CIM

For over 100 years, CIM has supported, represented and developed marketers, teams, leaders and the profession. We are the world's leading professional marketing body with over 28,000 members worldwide. We believe marketing is the critical factor in driving long term organisational performance. Our mission is to create marketing advantage for the benefit of professionals, business and society. In a world of increasing competition, transparency and change, finding a valued business advantage has never been as challenging. CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society. With 120 CIM study centres, in 36 countries, delivering our world-renowned qualifications and over 80 training courses, we're uniquely able to improve marketing capability at an individual and business level.

### Specialist Awards

The CIM Level 6 Specialist Awards have been developed for Marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. Successful completion of a Specialist Award will equip the student with the knowledge, skills and understanding to support decision making within a digital context at an operational level and carry out an essential and successful professional marketing role within the workplace. These Specialist awards provide marketers with focused knowledge and expertise in specific areas of digital marketing while at the same time fitting in with either current career goals, CPD or areas of interest within the Digital marketing sphere. These qualifications are designed to enhance skills, improve career prospects, and demonstrate a high level of proficiency in a particular marketing area.

CIM Level 6 Specialist Awards:



Specialist Awards Specification: AI Marketing

© CIM May 2023

V2 – 02.08.23

## Specialist Award in AI Marketing

### Aim:

As AI technology continues to advance at a rapid pace, this Specialist Award will enable you to respond effectively to developments and understand their application to marketing. It provides strategic insights to the impact of AI within the business environment and the resources required to implement AI technologies. You will gain the knowledge and skills to create a suitable plan to respond to AI developments.

### Specialist Award Content: AI Marketing

Level 6	Credit value: 9	Total Qualification Time: 90 hours Guided Learning Hours: 70 hours
---------	-----------------	---

### Purpose Statement

This Specialist Award develops the knowledge on Artificial Intelligence (AI) and to develop skills to enable a strategic approach to its use in marketing. It covers three key areas: the first area develops knowledge in the application of AI within marketing, including key concepts and benefits, the second area covers the impact of AI within the wider organisational environment and ethical considerations; the final area explores how to create an effective plan to respond to AI developments.

### Assessment

### Learning Objective Weighting

Multiple Choice Test (MCT)		LO 1 – 30% weighting LO 2 – 30% weighting LO 3 – 40% weighting
----------------------------	--	--

<b>Learning Outcomes</b> The learner will:	<b>Assessment criteria</b> The learner can:	<b>Indicative content</b>
1. Identify the application of AI within marketing	1.1 Define the key concepts of AI	Machine learning (e.g. supervised and unsupervised, deep learning), neural networks, natural language processing
	1.2 Explain how data contributes to AI	4Vs (volume, velocity, variety, veracity), types of data, structured, unstructured, metadata, algorithms, importance of quality data
	1.3 Analyse the benefits of AI	Managing resources, capabilities, enhancing customer journey touchpoints, competitive advantage and insights, eg. customer segmentation, predictive analysis, content curation
2. Evaluate the impact of AI within the business environment	2.1 Interpret customer acceptance and adoption of AI	Technology Acceptance Model, Diffusion of Innovation, strategic alignment with the brand, personalisation experience, AI literacy, managing customer expectations
	2.2 Assess the ethical implications of AI	Ethics and governance (e.g. FATE), corporate digital responsibility, data protection and privacy, bias & discrimination, algorithmic transparency
	2.3 Define the skills required to implement AI	Communication, collaboration, data collection/governance / management, cross-functional teams, using existing email tools to automate responses, cloud computing

3. Create a plan to determine the utilisation of AI in marketing activities	3.1 Recommend tools to apply AI in the marketing function	Ecommerce plugins, chatbots, chat tools, content optimisation tools, content curation tools, recommendation engines, social media analytics, predictive analytics, programmatic advertising, personalisation, sentiment analysis
	3.2 Develop a project plan for implementing AI in current marketing strategy including metrics for measuring its success	Marketing planning frameworks, gap analysis, marketing challenges and objectives, customer journey stages, personas, content, positive and negative implications, resource, KPIs and metrics, testing, engagement with internal and external stakeholders, accuracy
	3.3 Assess the impact of future trends in AI on the Marketing Function	Emerging opportunities, positive and negative indicators, ethical AI, regulation, technology governance Enhanced personalisation, predictive analytics, automation and process optimisation, risks, defining metrics

## **Assessment**

The assessment methodology for the CIM Level 6 Specialist Awards are assessed via onscreen Multiple Choice Test (MCT). The MCT will utilise a variety of Multiple Choice Question (MCQ) Types allowing for the assessment of higher order thinking and different levels of cognitive demand.

## **When are results issued?**

Results will be issued within 12 weeks of assessment sitting/submission. Results are made available to learners via e-mail and online via MyCIM portal. Certificates will be issued for each Specialist Award achieved.

## **Grading**

Distinction (D) (80%+) 40-50 Marks

Specialist Awards Specification: AI Marketing

© CIM May 2023

V2 – 02.08.23

Merit (M) (70-79%) 35-39 Marks

Pass (P) (60-69%) 30-34 Marks

Fail (F) (0-59%) 0-29 Marks

## **Modes of study**

Enrolment at a CIM Accredited Study Centre is required to study a CIM Specialist Award. The following modes of study are available:

- Face to face
- Blended
- Online
- Revision Support

Please visit <http://www.cim.co.uk/study-centres> for more information on which centres offer CIM qualifications and mode of study.

## **Specialists Award Glossary**

**Level** – this positions the level of the Specialist Award within the Regulated Qualifications Framework (RQF).

**Credit value** – each Specialist Award has a credit value which indicates how many credits are awarded when completed. The credit value also gives an indication of how long it will normally take to achieve a qualification. One credit usually equates to 10 hours of learning.

**Total Qualification Time** – this is the average amount of time it will take to complete the Specialist Award. This includes guided learning hours, practical and work-based learning, assessment preparation time and assessment time.

**Purpose statement** – gives a summary of the purpose of the Specialist Award.

**Assessment** – gives the assessment methodology for the Specialist Award.

**Weighting** – outlines the weighting for each of the Specialist Award learning outcomes.

**Learning outcome** – the learning outcomes of the Specialist Award sets out what a learner will know, understand or be able to do as a result of successful completion.

**Assessment criteria** – specify the standard required to achieve each of the learning outcomes.

**Indicative content** – provides guidance on what is required to achieve the assessment criteria and related learning outcomes, however it is not intended to be an exhaustive list.

## **What do we mean by Command Words**

Command words are used in every question/task/sub-task and are designed to inform the approach to the assessment. The list of command words below enables a clear indication of what is required at Level 6.

## Level 6 Command Words

Command word, outlined explanation	Interpretation of command word
<p><b>Analyse</b> Examine a topic together with thoughts and judgements about it</p>	Analyse new and/or abstract data and schools of thought and consider alternative solutions and outcomes independently, using a range of appropriate models, principles and definitions. Compare and analyse alternative models using appropriate rationale and criteria.
<p><b>Appraise</b> Evaluate, judge or assess</p>	Provide a comprehensive and detailed critique of the subject area demonstrating an in-depth understanding and awareness.
<p><b>Argue</b> Provide reasoned arguments for or against a point and arrive at an appropriate conclusion</p>	Engage in debate in a professional manner evidencing a comprehensive understanding and application of key principles.
<p><b>Assess</b> Evaluate or judge the importance of something, referring to appropriate schools of thought</p>	Synthesise and assess new and/or abstract information and data in the context of a broad range of problems, using a range of techniques.
<p><b>Collect</b> Systematically gather a series of items over a period of time</p>	Systematically gather a series of items over a period of time which demonstrate a critical understanding of the principal theories and concepts of the marketing discipline.
<p><b>Compare and contrast</b> Look for similarities and differences between two or more factors leading to an informed conclusion</p>	Synthesise and analyse the similarities and differences between two or more contexts.
<p><b>Create</b> Bring something into existence for the first time</p>	Create a range of products of work relevant to marketing that demonstrate originality and creativity. Use a few skills that are specialised, advanced or at the forefront of marketing.
<p><b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.</p>	Define key words and terminology relevant to one or more specialisms some of which is informed by or at the forefront of the marketing discipline.

<p><b>Demonstrate</b> Explain using examples</p>	<p>Explain a broad range of ideas persuasively and with originality, using a wide variety of illustrative examples to underpin findings and exemplify points.</p>
<p><b>Describe</b> Give a detailed account of something</p>	<p>Synthesise and analyse new and/or abstract ideas and information and present a clear description and account of the findings.</p>
<p><b>Determine</b> Use research to check or establish something</p>	<p>Execute a defined project of research, development or investigation to identify evidence to support a course of action. Make judgements where data/information is limited.</p>
<p><b>Develop</b> Take forward or build on given information</p>	<p>Build on detailed knowledge of marketing principles, theories and concepts using originality, creativity and insight. Use a combination of routine and advanced/specialist skills to develop complex ideas.</p>
<p><b>Discuss</b> Investigate or examine by argument and debate, giving reasons for and against</p>	<p>Produce detailed and coherent arguments in response to well-defined and abstract problems using relevant marketing language.</p>
<p><b>Evaluate</b> Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability</p>	<p>Select from a range of techniques to critically evaluate complex, contradictory information to support conclusions and recommendations and in the process review its reliability, validity and applicability.</p>
<p><b>Explain</b> Make plain, interpret and account for, enlighten, give reasons for</p>	<p>Present complex information evidencing comprehensive knowledge, understanding and application of key principles.</p>
<p><b>Identify</b> List the main points or characteristics of a given item</p>	<p>Critically identify elements of complex marketing problems and issues.</p>
<p><b>Illustrate</b> Give examples to make points clear and explicit</p>	<p>Apply a wide variety of illustrative examples to underpin findings supported by references to wider reading to make points clear and explicit.</p>
<p><b>Justify</b> Support recommendations, explanations or arguments, with valid reasons for and against</p>	<p>Communicate well-structured and coherent arguments relevant to marketing.</p>
<p><b>Outline</b></p>	<p>Selectively identify valid and relevant information from a range of sources,</p>

Set out main characteristics or general principles, ignoring minor details	making judgements where data/information is limited.
<b>Plan</b> Put forward a proposal for a course of action, usually to achieve a goal	Produce a structured proposal for planned stages to achieve a goal in professional contexts that include a degree of unpredictability. Interpret, use and evaluate numerical/financial data to achieve the end goal.
<b>Present</b> Exhibit something to others	Make formal presentations about specialised topics to informed audiences that include professional peers, senior colleagues and specialists.
<b>Recommend</b> Put forward proposals, supported by a clear rationale	Produce reliable and valid conclusions and proposals based on abstract data and situation, appropriately contextualised to a marketing context.
<b>Reflect</b> Think carefully about something; consider something; review something that has happened or has been done	Review and critically analyse a range of complex issues in order to assess reasons for an item's success or failure and/or to identify improvements that can be made.

For further information about all CIM qualifications please visit: [www.cim.co.uk](http://www.cim.co.uk)