

Qualification Specification:

CIM Level 4 Certificate in Professional Marketing

About CIM

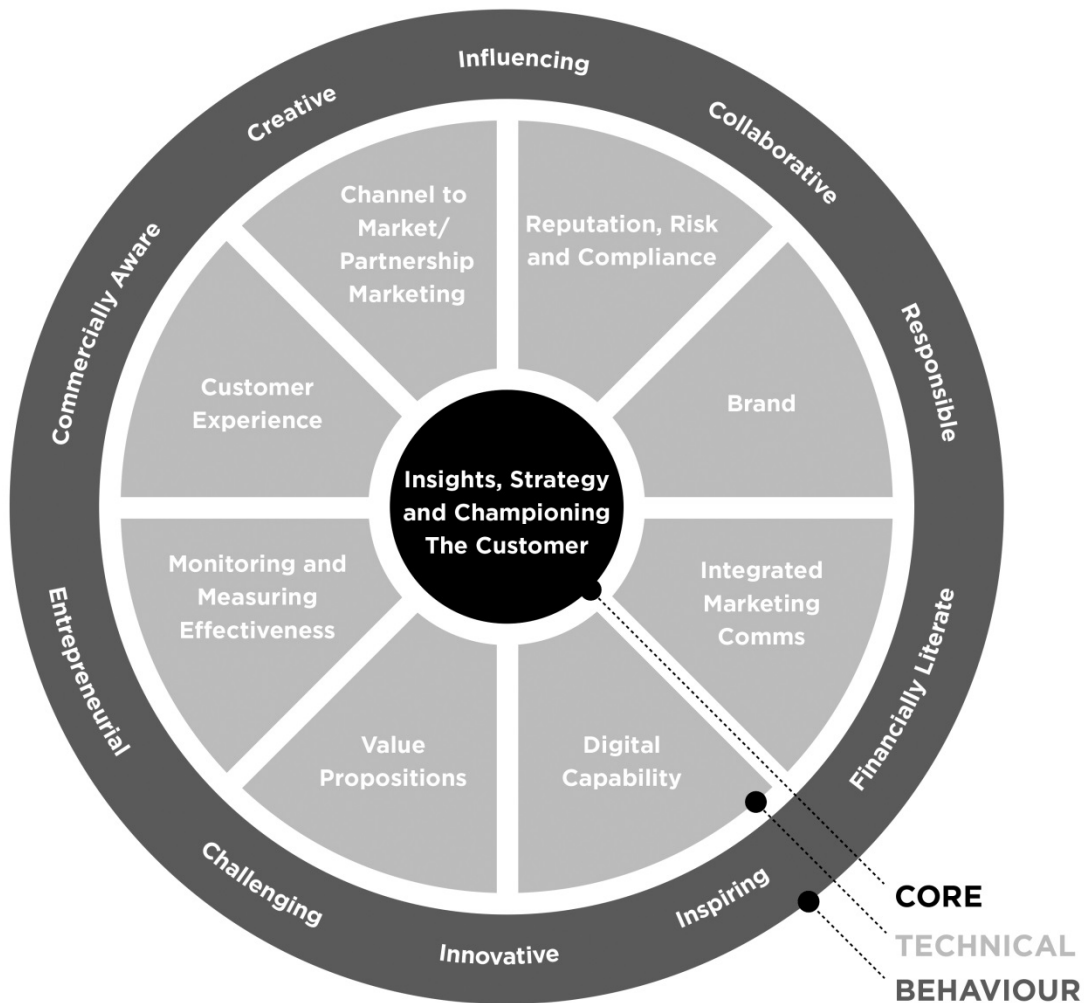
CIM (The Chartered Institute of Marketing) has been representing its members and the industry for over 100 years. A Royal Charter was granted by Her Majesty the Queen in 1989 and the governing principles remain as relevant today as when first set out by Royal Charter: *"...to promote and develop the art and science of marketing and to encourage, advance and disseminate knowledge, education and practical training in and research into the art and science"*.

CIM strongly believes that high standards of quality and integrity are vital to the success of the marketing profession so maintaining, developing and setting standards within the industry is a key part of CIM's work. The Professional Marketing Standards were developed and released in 2006 by CIM and have recently undergone further review following extensive research with employers and leading academics. The 2014 release of the Professional Marketing Standards clearly show the competencies expected of marketing professionals at each stage of their career and are designed to guide both marketers and their employers to assess a level of proficiency and training needs.

As the world's largest organisation for professional marketers, CIM has a global reputation as a centre of excellence and its qualifications are recognised worldwide.

Professional Marketing Standards

In response to our market research the Professional Marketing Standards have been re-structured to more closely represent the direction of professional marketing. These key changes now comprise three key competency areas: 'Core', 'Technical' and 'Behavioural'. The introduction of a set of 'Behavioural' indicators reflects the demand for transferable skills and articulates the level of proficiency rather than seniority.



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Professional Marketing Standards – Levels

	DEFINITION	KNOWLEDGE	APPLICATION
5 AUTHORITATIVE	Mastery at the highest level of knowledge and application	Mastery	Habitual
4 ACCOMPLISHED	An advanced degree of knowledge and consistent application	Mastery	Regular
3 ABLE	Full knowledge of the concepts and application to the business	Full	Regular
2 ACTIVE	Meaningful knowledge with some experience and application	Some	Some
1 AWARE	Limited knowledge or experience with full potential to develop	Limited	Limited

The Professional Marketing Standards have been instrumental in the development of the CIM Level 4 Certificate in Professional Marketing. The knowledge base, technical and behavioural skills from the Professional Marketing Standards have been embedded into the qualification design and development to create a 'fit-for-purpose' employer-led qualification.

CIM Level 4 Certificate in Professional Marketing

Background

The Level 4 Certificate in Professional Marketing has been developed following extensive global employer-led research including small business, international organisations and numerous marketers across a range of marketing and business function.

The Modular Pathway

The CIM Level 4 Certificate in Professional Marketing is replacing the CIM Level 4 Professional Certificate in Marketing (please see transition arrangements later in this publication).

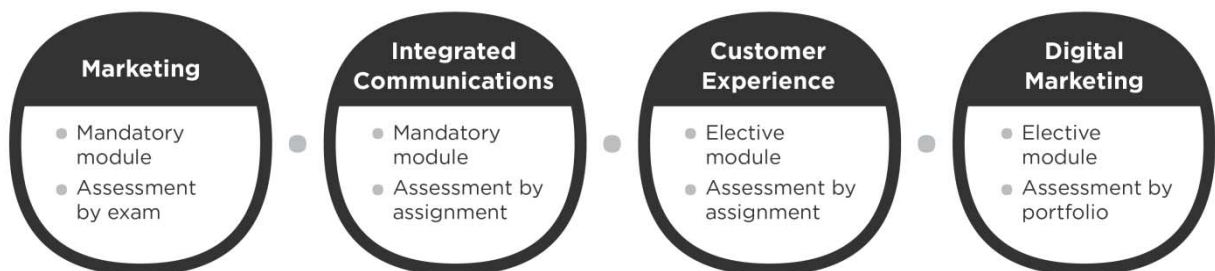
The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry. 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 carry out 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.

To achieve the CIM Level 4 Certificate in Professional Marketing, a pass in **BOTH** mandatory modules plus **ONE** elective module is required. Currently there are two elective modules available, however, the intention is to continue to add more elective modules in response to changing marketplace needs, as required.

The Modular Pathway qualification has been structured to reflect the need for a flexible and bite-size approach for today's professional marketer. Each module can be achieved as a distinct, self-contained award which can be built up to attain the full certificate.

The modules currently available at Level 4



Who's it for?

The CIM Level 4 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.

Entry requirements

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

- CIM Level 3 Introductory Certificate in Marketing qualification
- any relevant Level 3 qualification
- any UK Degree or International equivalent
- international Baccalaureate (equivalent to NOF Level 3 and above)
- professional practice (suggested one year in a marketing role) and diagnostic assessment onto Level 4

Evidence of achieving one of the following English Language qualifications within the last two years is also required if English is not first language: IELTS Academic Module with an 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 is required. CIM will consider other equivalent alternatives.

The Modular Pathway

The Level 4 qualification is designed with flexibility as there are options to complete a whole qualification or simply an award.

If studied for the completion of a whole qualification, depending on which elective module is chosen, the qualification is titled as follows:

Marketing + Integrated Communications + Customer Experience = CIM Level 4 Certificate in Professional Marketing (Customer Experience)

Marketing + Integrated Communications + Digital Marketing = CIM Level 4 Certificate in Professional Marketing (Digital Marketing)

Completing ONE module

If studied as standalone, an individual award can be achieved. These will be titled as follows:

Marketing = CIM Level 4 Award in Marketing

Integrated Communications = CIM Level 4 Award in Integrated Communications

Customer Experience = CIM Level 4 Award in Customer Experience

Digital Marketing = CIM Level 4 Award in Digital Marketing

Progression

Successful achievement of the Level 4 Certificate in Professional Marketing will allow progression onto the CIM Level 6 Diploma in Professional Marketing. Progression from having successfully achieved an individual Level 4 module onto Level 6 will require diagnostic testing to ensure the correct entry level prior to study.

Credits and learning hours

Each module has been calculated as carrying 15 credits which equates to around 130-150 notional learning hours (based on notional learning time – see below for further explanation).

Credits – Each module has a credit value which indicates how many credits are awarded when a module is completed. The credit value also gives an indication of how long it will normally take to achieve a module or qualification. One credit usually equates to 10 hours of learning.

Guided learning hours (GLH) – Ofqual's definition of GLH is: '*The number of hours of teacher-supervised or directed study time required to teach a qualification or unit of a qualification*' (*Regulatory arrangements for the Qualifications and Credit Framework, QCF, August 2008*). Please note – GLH does **not** usually include learning time spent away from the assessor.

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 and includes:

- guided learning hours
- practical and work-based learning
- assessment preparation time and
- assessment time

In order to work out an appropriate amount of time for learning and study on the CIM Level 4 Certificate in Professional Marketing, please refer to the notional learning time guidance.

Modes of 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
- blended
- distance learning

Please visit www.cim.co.uk/Learn/WhereToStudy.aspx for more information on which centres offer which mode of study.

How it's assessed

A variety of assessment methodology is used for the CIM Level 4 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.

Marketing – external assessment: an examination comprising 50 multiple-choice questions in a two-hour controlled assessment.

Integrated Communications – external assessment: a 12-page assignment based on a given scenario and an organisation of choice. The assignment consists of three tasks.

Customer Experience – external assessment: a 12-page assignment based on a given scenario and an organisation of choice. The assignment consists of three tasks.

Digital Marketing – external assessment: a three-part portfolio comprising research, plan and report.

How the assessments are delivered and when

There are three assessment sessions per year within the new CIM Level 4 qualification. These will take place in the beginning of December, end of March/beginning of April, and end of June (please see <http://www.cimlearningzone.co.uk/assessment/important-dates> for exact dates).

Examinations will be conducted under controlled, invigilated conditions at accredited examination centres. The examinations are paper based.

Assignment briefs will be available for centres to view six months in advance of the assessment session to which it relates. A new assignment brief will be produced for every assessment session.

Portfolio briefs will be available for centres to view six months in advance of the assessment session to which it relates. A new portfolio brief will be produced for every assessment session.

How it's graded

Grading will be applied to each module as well as to the overall qualification.

Distinction	(D)	70-100
Merit	(M)	60-69
Pass	(P)	50-59
Fail	(F)	0-49

The percentage mark along with the corresponding grade will be issued for each module.

The calculation of the overall qualification grade will be carried out based on an aggregate score of 3 modules out of 300. The following table outlines the marks required to secure the

overall grade. The qualification certificate will contain the overall grade only (no percentage mark).

Grades acknowledged on overall certificate	Total marks required across three modules
Distinction	210 and above
Merit	Between 180 and 209
Pass	Between 150 and 179

When are results issued?

Results will be issued within 12 weeks of assessment sitting/submission. Transcripts will be issued for each module achieved and certificates issued upon completion of the qualification.

Certificates for individual module achievement are available upon request, a £25 fee is required.

Module specifications

CIM has produced individual module specifications for each of the Level 4 modules. These specifications detail the requirements of the module and include the module content. The module content covers:

Level – this depicts the level of the module within the National Qualifications Framework (NQF).

Credit value – this is the value given by the module.

Notional learning time – this is the average amount of time it will take to complete the module. 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 module.

Assessment – gives the assessment methodology for the module.

Weighting – outlines the weighting for each of the module learning outcomes.

Overarching learning outcome – the learning outcomes of the module sets out what a learner will know, understand or be able to do as a result of successfully completing the module.

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

Indicative content – this clarifies what is required to achieve the assessment criteria and related learning outcomes.

What we mean by command words

The list of command words below enables clear indication of what is required at Level 4. Command words are in every question/task of the assessments and inform what should be included in an answer.

Level 4 – Command words

Command word, outlined explanation	Interpretation of command word
Analyse Examine a topic together with thoughts and judgements about it	Identify components of a broad range of models and the relationship between these components. Draw out and relate implications
Appraise Evaluate, judge or assess	Can provide a detailed account of the subject area including key theories and models
Argue Provide reasoned arguments for or against a point and arrive at an appropriate conclusion	Produce reasoned arguments in response to a given brief using terminology correctly
Assess Evaluate or judge the importance of something, referring to appropriate schools of thought	Examine closely with a view to measuring a particular situation taking account of strengths and weaknesses, for and against
Collect Systematically gather a series of items over a period of time	Systematically gather a series of items over a period of time which demonstrate a knowledge of the marketing discipline
Compare and contrast Look for similarities and differences between two or more factors leading to an informed conclusion	Identify the similarities and differences between two or more factors
Create Bring something into existence for the first time	Create a range of documents relevant to marketing using a range of communication methods and approaches
Define Write the precise meaning of a word or phrase. Quote a source if possible.	Define key words and terminology relevant to marketing
Describe Give a detailed account of something	Provide a thorough description of some non-routine ideas and information and present a clear description and account of the findings
Develop Take forward or build on given information	Build on given information using a range of information and ideas
Demonstrate Explain, using examples	Clearly explain a range of ideas, using illustrative examples to underpin concepts used
Determine Use research to check or establish something	Use routine professional skills, techniques, practices and/or materials relevant to marketing to identify evidence to support a course of action
Discuss Investigate or examine by argument and debate, giving reasons for and against	Examine closely taking account of strengths and weaknesses in an argument, offer reasons for and against

Evaluate Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability	Make an appraisal of the worth, effectiveness or usefulness of something
Explain Make plain, interpret and account for, enlighten, give reasons for	Give a detailed response (definition and explanation) as to how/why something may benefit or present a barrier
Identify List the main points or characteristics of a given item	Can give the name and identifying characteristics; usually used in conjunction with other command words such as identify and explain
Illustrate Give examples to make points clear and explicit	Use a wide variety of examples to underpin the concepts you use
Justify Support recommendations, explanations or arguments, with valid reasons for and against	Explain why/give reasons to support your statements
Outline Set out main characteristics or general principles, ignoring minor details	State the main characteristics and key points from a range of sources
Plan 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
Present Exhibit something to others	Present arguments, information or ideas, which are routine to marketing, to others. Convey complex ideas in a well-structured and coherent form.
Recommend Put forward proposals, supported by a clear rationale	Make a judgement and give some support and reason for your recommendations
Reflect Think carefully about something, consider something, review something that has happened or has been done	Review and/or think carefully about something in order to assess reasons for its success or failure or identify improvements that can be made
State Present in a clear brief form	Present new and/or abstract data and information in a clear and concise manner
Summarise Give a concise account of the key points, omit details and examples	Summarise information and arrange in a logical manner

Please refer to the individual module specifications for detailed and specific information on each module.

Transition into the new Modular Pathway

For those who have already started studying towards a CIM Level 4 qualification the following transition arrangements are in place:

Marketing Essentials (ME) and **Assessing the Marketing Environment (AME)** from the existing CIM Level 4 Professional Certificate in Marketing qualification is equivalent to the new mandatory module, **Marketing** in the new CIM Level 4 Certificate in Professional Marketing.

The transition arrangement refers only to the existing CIM Level 4 qualification and relates to those who began their studies in 2008.

For those wishing to transfer from the existing CIM Professional Certificate in Marketing Level 4 qualification (launched in 2008) to the new CIM Level 4 qualification, the following transition arrangements apply:

Those who have already successfully achieved the **TWO** units from the existing CIM Level 4 qualification (ME and AME) may transfer to the new CIM Level 4 Certificate in Professional Marketing without having to gain the **Marketing** mandatory module.

For learners who have partially completed the existing CIM Level 4 qualification, but have not achieved **both** ME and AME, will need to either:

- complete ME and/or AME unit* that will equate to the mandatory module **Marketing** in the new CIM Level 4 qualification, or
- start the new CIM Level 4 qualification afresh.

*Please note that the last assessment session for the existing CIM Level 4 qualification is September 2015.

For those who began their CIM studies before 2008, there is no transition arrangement in place. Options available are to either:

- complete the existing CIM Level 4 qualification (last assessment session September 2015), or
- start the new CIM Level 4 qualification afresh.

Transition arrangements for CAM qualifications

The Marketing and Consumer Behaviour (MCB) unit from the CAM Diploma is equivalent to the mandatory module **Marketing** in the new CIM Level 4 qualification.

Those who have already successfully achieved MCB are able to study the new CIM Level 4 Certificate in Professional Marketing without having to gain the **Marketing** mandatory module.

For further information about all CIM qualifications please visit www.cim.co.uk.