

Customer Communications is a module that sits within the suite of Level 3 modules. You can also combine this with the other Level 3 modules to achieve the CIM Foundation Certificate in 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.

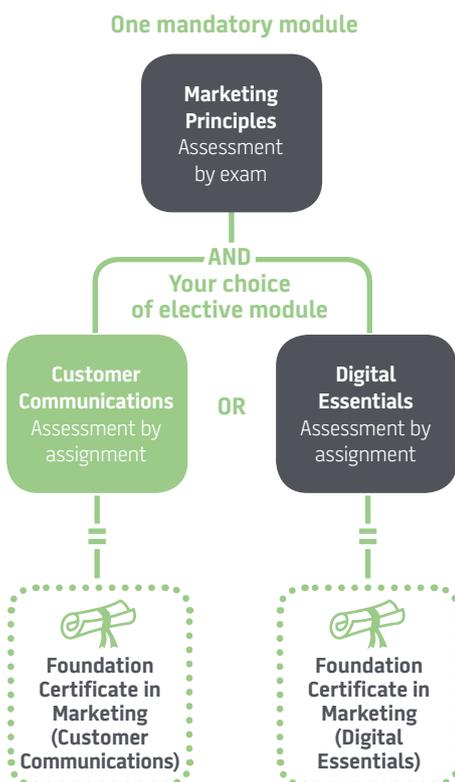
## Bite-size awards

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



## Full qualification

To achieve the qualification, a pass in the mandatory module and **ONE** elective module is required.



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.

By the end of this module you should:

#### Unit 1: Who are customers?

- Have an understanding of different types of customer
- Understand the nature and importance of customer relationships

#### Unit 2: Communicating with customers

- Know the purpose and process of marketing communications.
- Understand the range of different marketing communications tools available

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

- Be able to create an outline marketing communications campaign
- Be able to implement the marketing communications campaign

### 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.

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 3 module: Customer Communications

## Who is it for?

This module 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 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 – this 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
- 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 [cim.co.uk/qualifications](http://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 [cim.co.uk/cimcertificate](http://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 [cim.co.uk/cimdiploma](http://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 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 [my.cim.co.uk/join-online](http://my.cim.co.uk/join-online)

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