

# Qualification Specification:

## CIM Level 6 Diploma in Professional Marketing

### About CIM

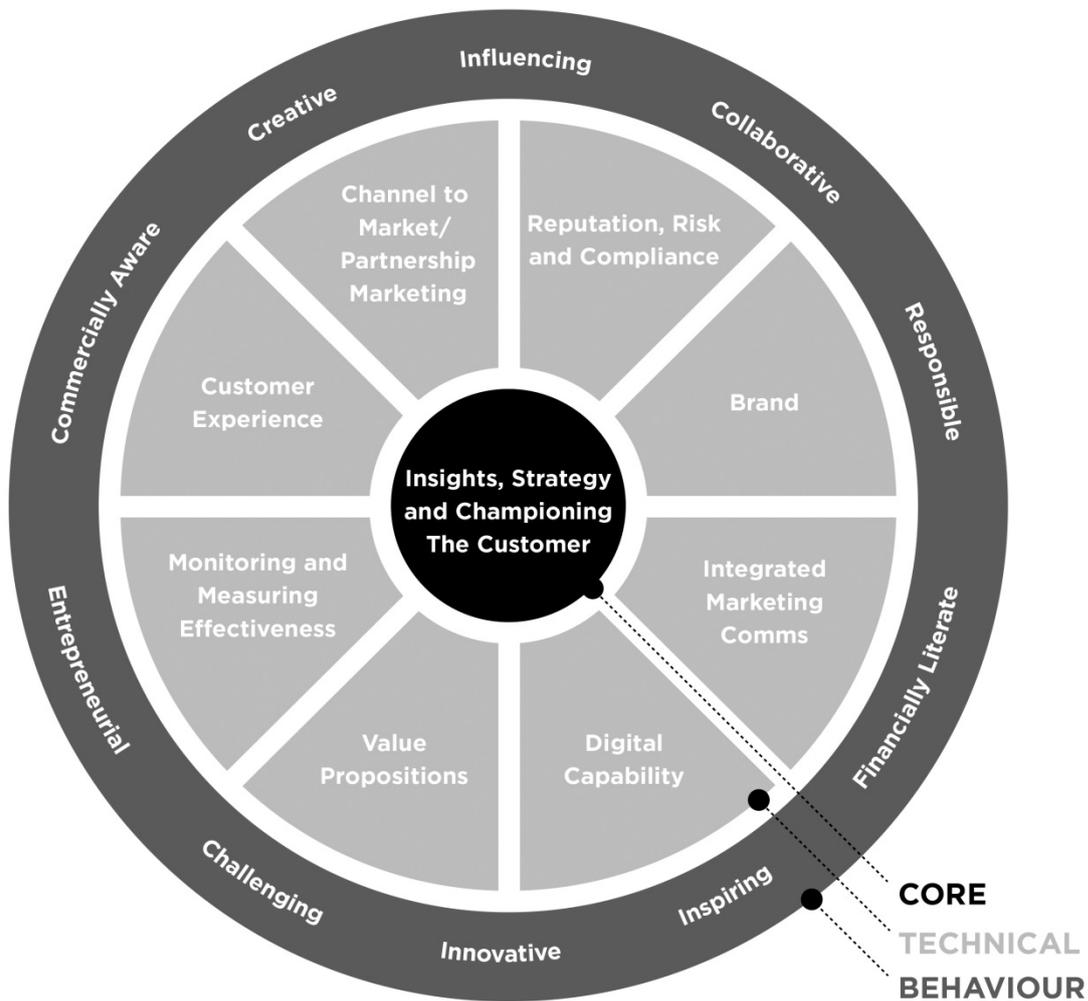
CIM (The Chartered Institute of Marketing) has been representing its members and the industry for over 100 years. A Royal Charter was granted by Her Majesty the Queen in 1989 and the governing principles remain as relevant today as when first set out by Royal Charter: *"...to promote and develop the 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

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. 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
<b>5</b> <b>AUTHORITATIVE</b>	Mastery at the highest level of knowledge and application	Mastery	Habitual
<b>4</b> <b>ACCOMPLISHED</b>	An advanced degree of knowledge and consistent application	Mastery	Regular
<b>3</b> <b>ABLE</b>	Full knowledge of the concepts and application to the business	Full	Regular
<b>2</b> <b>ACTIVE</b>	Meaningful knowledge with some experience and application	Some	Some
<b>1</b> <b>AWARE</b>	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 6 Diploma 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 6 Diploma in Professional Marketing

## Background

The Level 6 Diploma 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 wider business functions.

## The qualification

The CIM Level 6 Diploma in Professional Marketing is replacing the CIM Level 6 Professional Diploma in Marketing (please see transition arrangements later in this publication).

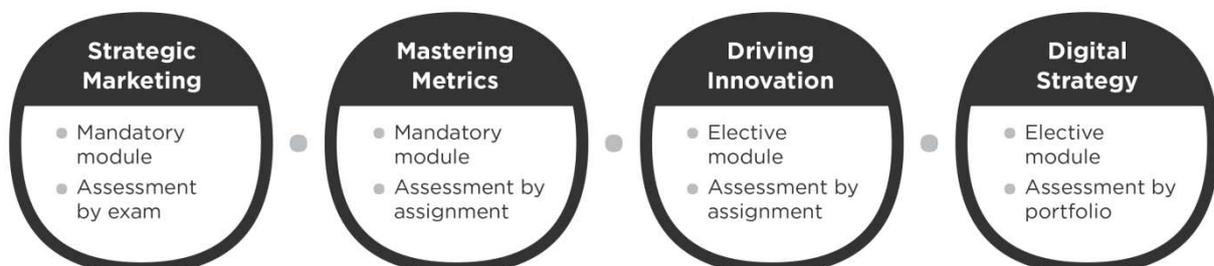
The aim of the CIM Level 6 Diploma in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful and active assessment methods which embrace the modern marketing industry. Successful completion of the CIM Level 6 Diploma in Professional Marketing will establish the knowledge, skills and understanding to be able to perform at a management 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 6 Diploma 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 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 6



## Who's it for?

The CIM Level 6 Diploma in Professional Marketing is aimed at the professional marketer working in an operational, supervisory or management role who wishes to develop their knowledge and skills across a range of areas to succeed and progress their career in marketing.

## Entry requirements

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

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 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 with Master's degrees)
- professional practice (suggested two years marketing in an operational role) and 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.

## The Modular Pathway

The Level 6 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:

**Strategic Marketing + Mastering Metrics + Driving Innovation** = *CIM Level 6 Diploma in Professional Marketing (Driving Innovation)*

**Strategic Marketing + Mastering Metrics + Digital Strategy** = *CIM Level 6 Diploma in Professional Marketing (Digital Strategy)*

### Completing ONE module

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

**Strategic Marketing** = *CIM Level 6 Award in Strategic Marketing*

**Mastering Metrics** = *CIM Level 6 Award in Mastering Metrics*

**Driving Innovation** = *CIM Level 6 Award in Driving Innovation*

**Digital Strategy** = *CIM Level 6 Award in Digital Strategy*

## Progression

Successful achievement of the Level 6 Diploma in Professional Marketing will allow progression onto the CIM Level 7 Chartered Postgraduate Diploma in Marketing.

## 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 6 Diploma 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 <http://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 6 Diploma 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.

**Strategic Marketing** – external assessment: an examination comprising extended answer test in a three-hour controlled assessment. Preparatory work will be required for this examination.

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

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

**Digital Strategy** – 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 6 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).

The Strategic Marketing examination will be conducted under controlled, invigilated conditions at accredited examination centres. The examination is paper based. Where preparatory work is required this will be available for centres to view six months in advance of the assessment session to which it relates. A new examination preparatory brief will be produced for every assessment session.

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 achievement and certificates issued upon completion of the qualification.

Certificates for individual module achievement are available upon request and payment of a £25 fee.

## Module specifications

CIM has produced individual module specifications for each of the Level 6 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 6. Command words are in every question/task of the assessments and inform what should be included in an answer.

### Level 6 – Command words

Command word, outlined explanation	Interpretation of command word
<b>Analyse</b> Examine a topic together with thoughts and judgements about it	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.
<b>Appraise</b> Evaluate, judge or assess	Provide a comprehensive and detailed critique of the subject area demonstrating an in-depth understanding and awareness
<b>Argue</b> Provide reasoned arguments for or against a point and arrive at an appropriate conclusion	Engage in debate in a professional manner evidencing a comprehensive understanding and application of key principles
<b>Assess</b> Evaluate or judge the importance of something, referring to appropriate schools of thought	Synthesise and assess new and/or abstract information and data in the context of a broad range of problems, using a range of techniques
<b>Collect</b> 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 critical understanding of the principal theories and concepts of the marketing discipline
<b>Compare and contrast</b> Look for similarities and differences between two or more factors leading to an informed conclusion	Synthesise and analyse the similarities and differences between two or more contexts
<b>Create</b> Bring something into existence for the first time	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.
<b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.	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
<b>Demonstrate</b> Explain, using examples	Explain a broad range of ideas persuasively and with originality, using a wide variety of illustrative examples to underpin findings and exemplify points
<b>Describe</b> Give a detailed account of something	Synthesise and analyse new and/or abstract ideas and information and present a clear description and account of the findings

<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> Set out main characteristics or general principles, ignoring minor details</p>	<p>Selectively identify valid and relevant information from a range of sources, making judgements where data/information is limited</p>
<p><b>Plan</b> Put forward a proposal for a course of action, usually to achieve a goal</p>	<p>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.</p>
<p><b>Present</b> Exhibit something to others</p>	<p>Make formal presentations about specialised topics to informed audiences that include professional peers, senior colleagues and specialists</p>
<p><b>Recommend</b> Put forward proposals, supported by a clear rationale</p>	<p>Produce reliable and valid conclusions and proposals based on abstract data and situation, appropriately contextualised to a marketing context</p>
<p><b>Reflect</b> Think carefully about something; consider something; review something that has happened or has been done</p>	<p>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</p>

<b>State</b> Present in a clear brief form	Present new and/or abstract data in a clear and concise manner, appropriately contextualised to a marketing context
<b>Summarise</b> Give a concise account of the key points, omit details and examples	Summarise abstract information, data and contradictory information in a logical and concise 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 6 qualification the following transition arrangements are in place:

**Marketing Planning Process (MPP)** and **Managing Marketing (MM)** from the existing CIM Level 6 Professional Diploma in Marketing qualification is equivalent to the new mandatory module, **Strategic Marketing** in the new CIM Level 6 Diploma in Professional Marketing.

The transition arrangement refers only to the existing CIM Level 6 qualification and relates to those who began their studies in 2009.

For those wishing to transfer from the existing CIM Professional Diploma in Marketing Level 6 qualification (launched in 2009) to the new CIM Level 6 qualification, the following transition arrangements apply:

Those who have already successfully achieved the **TWO** units from the existing CIM Level 6 qualification (MPP and MM) may transfer to the new CIM Level 6 Diploma in Professional Marketing without having to gain the **Strategic Marketing** mandatory module.

For those who have partially completed the existing CIM Level 6 qualification, but have not achieved **both** MPP and MM, will need to either:

- complete MPP and/or MM unit\* that will equate to the mandatory module **Strategic Marketing** in the new CIM Level 6 qualification, or
- start the new CIM Level 6 qualification afresh.

\*Please note that the last assessment session for the existing CIM Level 6 qualification is September 2015.

Those who began their CIM studies before 2009, there is no transition arrangement in place. Options available are to either:

- complete the existing CIM Level 6 qualification (last assessment session September 2015), or
- start the new CIM Level 6 qualification afresh.

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