

# Qualification Specification:

## CIM Level 3 Foundation Certificate in Marketing

### About CIM

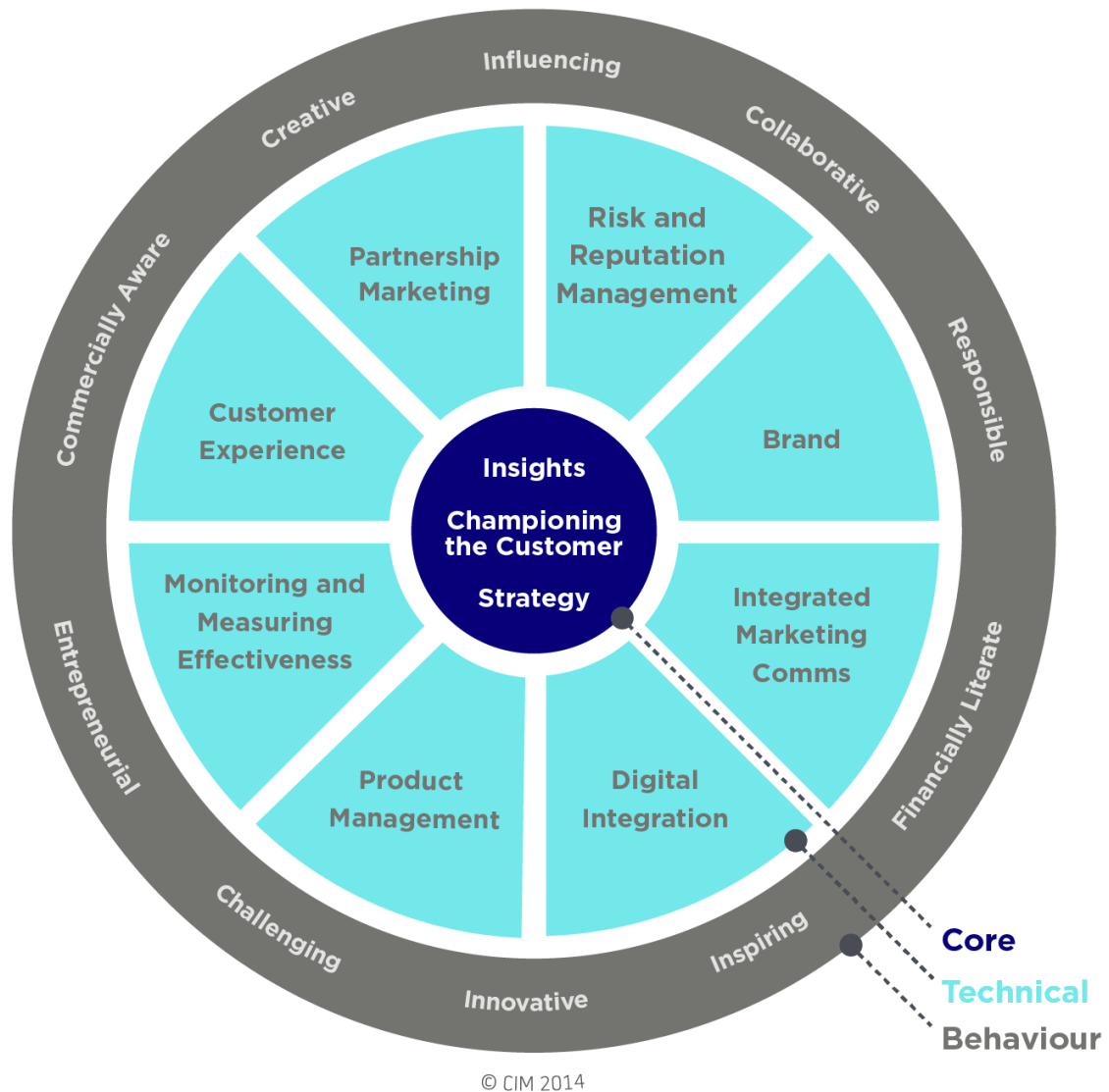
CIM (The Chartered Institute of Marketing) has been representing its members and the industry for over 100 years. A Royal Charter was granted by Her Majesty the Queen in 1989 and the governing principles remain as relevant today as when first set out by Royal Charter: "...to promote and develop the art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

The Professional Marketing Competencies focus on three key competency areas: 'Core', 'Technical' and 'Behaviour'. The 'Behaviour' indicators reflect the demand for transferable skills and articulates a level of proficiency rather than seniority.



## Proficiency levels

Level		Definition	Knowledge	Application
5	Authoritative	Mastery at the highest level of the 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 Learner	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 Competencies have been instrumental in the development of the CIM Level 3 Foundation Certificate in Marketing. The knowledge base, technical and behaviour skills from the Professional Marketing Competencies have been embedded into the qualification design and development to create a 'fit-for-purpose' employer-led qualification.

# CIM Level 3 Foundation Certificate in Marketing

## Background

The Level 3 Foundation Certificate in Marketing has been developed following extensive global employer-led research including small businesses, international organisations and numerous marketers across a range of marketing and business functions.

## The qualification

The CIM Level 3 Foundation Certificate in Marketing replaced the CIM Level 3 Introductory Certificate in Marketing.

The aim of the CIM Level 3 Foundation Certificate in Marketing is to provide the practicing 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 3 Foundation Certificate in Marketing will equip the student with the knowledge, skills and understanding to be able to perform in a support level role and to carry out an essential and successful professional marketing role within the workplace.

Those who successfully achieve this qualification will be 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 3 Foundation Certificate in Marketing, a pass in the mandatory module and **ONE** elective module is required. However, 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 3:



## Who's it for?

The CIM Level 3 Foundation Certificate in Marketing 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 the student can choose to study to suit your requirements and availability.

However, evidence of achieving one of the following English Language qualifications within the last two years is also required if English is not the student's 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 3 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 Principles + Customer Communications** = CIM Level 3 Foundation Certificate in Marketing (Customer Communications)

**Marketing Principles + Digital Essentials** = CIM Level 3 Foundation Certificate in Marketing (Digital Essentials)

## Completing ONE module

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

**Marketing Principles** = CIM Level 3 Award in Marketing Principles

**Customer Communications** = CIM Level 3 Award in Customer Communications

**Digital Essentials** = CIM Level 3 Award in Digital Essentials

## Progression

Successful achievement of the CIM Level 3 Foundation Certificate in Marketing will allow progression onto the CIM Level 4 Certificate in Professional Marketing. Progression from having successfully achieved an individual Level 3 module onto Level 4 will require diagnostic testing to ensure the correct entry level prior to study.

## Credits and Total Qualification Time (TQT)

Each module has been calculated as carrying 12 credits which equates to approximately 120 hours Total Qualification Time per module.

**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.

**Total Qualification Time** – is the amount of time it is 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 3 Foundation Certificate in 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
- online
- revision support

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

## How it's assessed

A combination of assessment methodology is used for the CIM Level 3 Foundation Certificate in 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 Principles** – external assessment: an examination comprising multiple-choice questions

**Customer Communications** – external assessment: an assignment based on a given scenario and an organisation of choice.

**Digital Essentials** – external assessment: an assignment based on a given scenario and an organisation of choice.

## How the assessments are delivered and when

There are three assessment sessions per year within the new CIM Level 3 qualification. These will take place in December, March/April, and June/July.

Marketing Principles will be a multiple-choice question examination. Examinations will be conducted under controlled, invigilated conditions at Accredited Examination Centres.

Customer Communications and Digital Essentials will be assessed by assignment. Assignment briefs will be available for Accredited Study 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.

## 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. To achieve the total qualification each individual module mark needs to be 50 marks or above.

The calculation of the overall qualification grade will be carried out based on an aggregate score of two modules out of 200. 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 two modules
Distinction	140 and above
Merit	Between 120 and 139
Pass	Between 100 and 119

## 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. Certificates will be issued for each module achieved and upon completion of the qualification.

## Module specifications

CIM has produced individual module specifications for each of the Level 3 modules. These specifications detail the requirements of the module and include the module content. The module content covers:

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

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

**Total Qualification 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.

**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 a clear indication of what is required at Level 3. Command words are in every question/task of the assessments and inform what should be included in an answer.

### Level 3 – Command words

Command word	Interpretation of command word
<b>Analyse</b>	Separate information into components and identify their characteristics
<b>Apply</b>	Put into effect in a recognised way
<b>Argue</b>	Present a reasoned case
<b>Assess</b>	Make an informed judgement
<b>Calculate</b>	Work out the value of something
<b>Comment</b>	Present an informed opinion
<b>Compare</b>	Identify similarities
<b>Complete</b>	Finish a task by adding to given information



<b>Consider</b>	Review and respond to given information
<b>Contrast</b>	Identify differences
<b>Criticise</b>	Assess worth against explicit expectations
<b>Debate</b>	Present different perspectives on an issue
<b>Deduce</b>	Draw conclusions from information provided
<b>Define</b>	Specify meaning
<b>Describe</b>	Set out characteristics
<b>Develop</b>	Take forward or build upon given information
<b>Discuss</b>	Present key points
<b>Estimate</b>	Assign an approximate value
<b>Evaluate</b>	Judge from available evidence
<b>Examine</b>	Investigate closely
<b>Explain</b>	Set out purposes or reasons
<b>Explore</b>	Investigate without preconceptions about the outcome
<b>Give</b>	Produce an answer from recall
<b>Identify</b>	Name or otherwise characterise
<b>Illustrate</b>	Present clarifying examples
<b>Interpret</b>	Translate information into recognisable form
<b>Justify</b>	Support a case with evidence
<b>Outline</b>	Set out main characteristics
<b>Prove</b>	Demonstrate validity on the basis of evidence
<b>Recommend</b>	Put forward proposals, supported by a clear rationale

<b>Relate</b>	Demonstrate connections between items
<b>Review</b>	Survey information
<b>State</b>	Express in clear terms
<b>Suggest</b>	Present a possible case
<b>Summarise</b>	Present principal points without detail

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

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



Chartered Institute of Marketing  
Moor Hall  
Cookham  
Maidenhead  
Berkshire  
SL6 9QH  
UK  
Telephone: 01628 427500  
Facsimile: 01628 427399  
**[www.cim.co.uk](http://www.cim.co.uk)**