

# Qualification Specification:

## CIM Level 6 Diploma in Professional Marketing (VRQ)

### 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.

# Professional Marketing Competences

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.

## Core

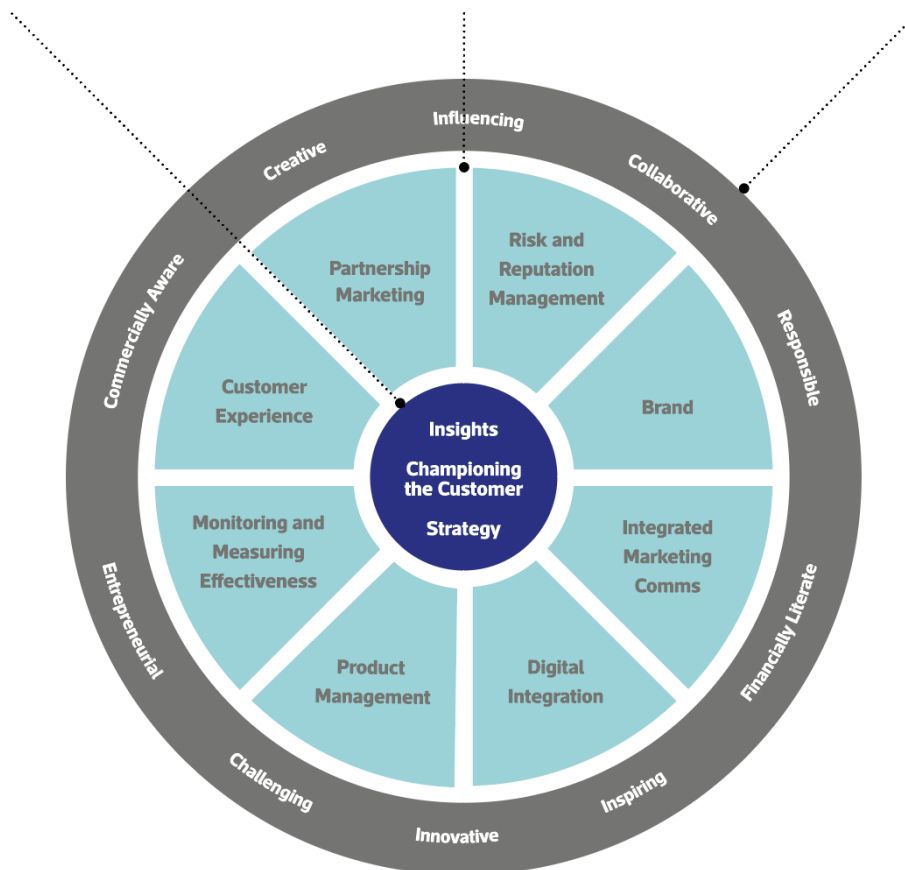
The core competencies sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

## Technical

The technical competencies are elective, flexible capabilities which identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

## Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.



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## 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 6 Diploma in Professional 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.

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## Background

The Level 6 Diploma in Professional Marketing has been developed following extensive employer-led research across a range of sectors and size of organisation; qualification providers; academics and students.

## The qualification

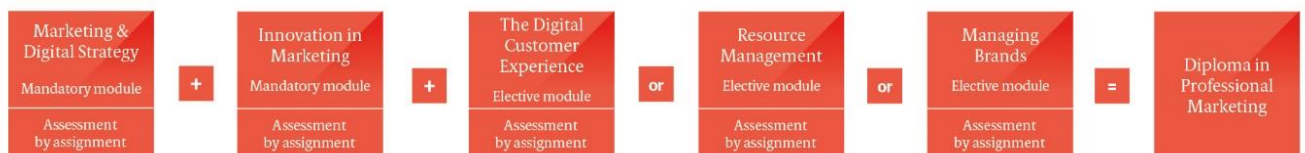
The CIM Level 6 Diploma in Professional Marketing is designed to offer progression from all CIM Level 4 qualifications and also links with the Level 6 Diploma in Professional Digital Marketing.

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.

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, if required, can be built up to attain the full qualification.

The modules currently available at Level 6:



## Who is 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.

Some typical job titles include: marketing manager, marketing and communications manager, corporate communications manager and brand manager.

## Entry requirements

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

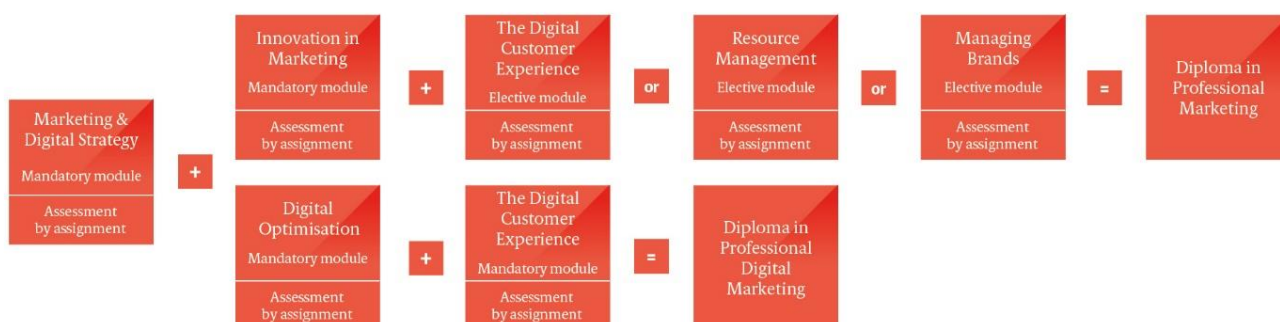
- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing or CIM Level 4 Certificate in Professional Digital Marketing
- any relevant Level 4 qualification
- Bachelor's or Master's degree, with at least one third of credits coming from marketing content (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 qualifications are designed with flexibility, with options to complete both a whole qualification or simply an award.

The Level 6 qualification comprises of the following:



At level 6, CIM qualifications are the Diploma in Professional Marketing and Diploma in Professional Digital Marketing. If a module is studied as a standalone module, an individual award can be achieved.

These will be titled as follows:

| Module                          | Award  |
|---------------------------------|--|
| Marketing & Digital Strategy    | CIM Level 6 Award in Marketing & Digital Strategy (VRQ)    |
| Innovation in Marketing         | CIM Level 6 Award in Innovation in Marketing (VRQ)         |
| Resource Management             | CIM Level 6 Award in Resource Management (VRQ)             |
| Managing Brands                 | CIM Level 6 Award in Managing Brands (VRQ)                 |
| Digital Optimisation            | CIM Level 6 Award in Digital Optimisation (VRQ)            |
| The Digital Customer Experience | CIM Level 6 Award in The Digital Customer Experience (VRQ) |

## Progression

Successful achievement of the CIM Level 6 Diploma in Professional Marketing or Diploma in Professional Digital Marketing will allow progression onto the CIM Level 7 qualifications [www.cim.co.uk/qualifications](http://www.cim.co.uk/qualifications)

## Credits, Guided Learning Hours (GLH) and Total Qualification Time (TQT)

Each module has been calculated as carrying 17 credits which equates to around approximately 170 hours Total Qualification Time and 150 hours Guided Learning Hours 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)** –The number of hours of teacher-supervised or directed study time required to teach a qualification or unit of a qualification.

**Total Qualification 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
- supported self-study time

## 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 is assessed

The assessment methodology for all modules contained within the CIM Level 6 Diploma in Professional Marketing are assignment based. All assignments 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 & Digital Strategy** – external assessment: an assignment based on a theme and an organisation of choice.

**Innovation in Marketing** – external assessment: an assignment based on a theme and an organisation of choice.

**Resource Management** – external assessment: an assignment based on a theme and an organisation of choice.

**Managing Brands** – external assessment: an assignment based on a theme and an organisation of choice.

**The Digital Customer Experience** – external assessment: an assignment based on a theme and an organisation of choice.

## How the assessments are delivered and when

There are three assessment sessions per year within the CIM Level 6 qualification. These will take place in December, March/April, and June/July.

Marketing & Digital Strategy, Innovation in Marketing, Resource Management, Managing Brands and The Digital Customer Experience 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.

## How it is 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 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 10 weeks of assessment sitting/submission. Results are made available to learners via e-mail and online via the MyCIM portal. 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 6 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 Regulated Qualifications Framework (RQF).

**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.

**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** – 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 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><br/>Examine a topic together with thoughts and judgements about it</p>   | <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.</p> <p>Compare and analyse alternative models using appropriate rationale and criteria.</p> |
| <p><b>Appraise</b><br/>Evaluate, judge or assess</p>   | <p>Provide a comprehensive and detailed critique of the subject area demonstrating an in-depth understanding and awareness</p>   |
| <p><b>Argue</b><br/>Provide reasoned arguments for or against a point and arrive at an appropriate conclusion</p>                          | <p>Engage in debate in a professional manner evidencing a comprehensive understanding and application of key principles</p>  |
| <p><b>Assess</b><br/>Evaluate or judge the importance of something, referring to appropriate schools of thought</p>                        | <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>   |
| <p><b>Collect</b><br/>Systematically gather a series of items over a period of time</p>  | <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>   |
| <p><b>Compare and contrast</b><br/>Look for similarities and differences between two or more factors leading to an informed conclusion</p> | <p>Synthesise and analyse the similarities and differences between two or more contexts</p>  |
| <p><b>Create</b><br/>Bring something into existence for the first time</p>   | <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>   |
| <p><b>Define</b><br/>Write the precise meaning of a word or phrase. Quote a source if possible.</p>  | <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>   |
| <p><b>Demonstrate</b><br/>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><br/>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><br/>Use research to check or establish something</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><b>Develop</b><br/>Take forward or build on given information</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><b>Discuss</b><br/>Investigate or examine by argument and debate, giving reasons for and against</p>                                  | Produce detailed and coherent arguments in response to well-defined and abstract problems using relevant marketing language   |
| <p><b>Evaluate</b><br/>Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability</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><b>Explain</b><br/>Make plain, interpret and account for, enlighten, give reasons for</p>   | Present complex information evidencing comprehensive knowledge, understanding and application of key principles   |
| <p><b>Identify</b><br/>List the main points or characteristics of a given item</p>   | Critically identify elements of complex marketing problems and issues   |
| <p><b>Illustrate</b><br/>Give examples to make points clear and explicit</p>   | Apply a wide variety of illustrative examples to underpin findings supported by references to wider reading to make points clear and explicit   |
| <p><b>Justify</b><br/>Support recommendations, explanations or arguments, with valid reasons for and against</p>                         | Communicate well-structured and coherent arguments relevant to marketing  |
| <p><b>Outline</b><br/>Set out main characteristics or general principles, ignoring minor details</p>                                     | Selectively identify valid and relevant information from a range of sources, making judgements where data/information is limited  |
| <p><b>Plan</b><br/>Put forward a proposal for a course of action, usually to achieve a goal</p>  | Produce a structured proposal for planned stages to achieve a goal in professional contexts that include a degree of unpredictability.<br>Interpret, use and evaluate numerical/financial data to achieve the end goal. |
| <p><b>Present</b><br/>Exhibit something to others</p>  | Make formal presentations about specialised topics to informed audiences that include professional peers, senior colleagues and specialists   |
| <p><b>Recommend</b><br/>Put forward proposals, supported by a clear rationale</p>  | Produce reliable and valid conclusions and proposals based on abstract data and situation, appropriately contextualised to a marketing context  |

**Reflect**

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

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).



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