

# Qualification Specification:

## CIM Level 3 Foundation Certificate in Professional Digital 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 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.

## 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.



© CIM 2018

The Professional Marketing Competencies have been instrumental in the development of the CIM Level 3 Foundation Certificate in Professional Digital 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. Please see: <https://www.cim.co.uk/media/6762/cim-professional-marketing-competencies.pdf>

Qualification Specification: CIM Level 3 Foundation Certificate in Professional Digital Marketing (VRQ)  
© CIM May 2019  
V5 – 05.05.20

# CIM Level 3 Foundation Certificate in Professional Digital Marketing (VRQ)

## Background

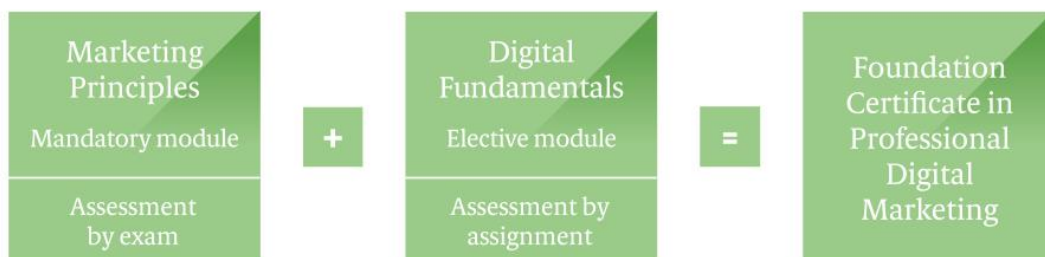
The CIM Level 3 Foundation Certificate in Professional Digital Marketing has been developed following extensive employer-led research across a range of sectors and size of organisation; qualification providers; academics and students.

## The qualification

Successful completion of the CIM Level 3 Foundation Certificate in Professional Digital Marketing will equip the student with the knowledge, skills and understanding to be able to perform in a support level role, in a digital context and to carry out an essential and successful professional marketing role within the workplace.

To achieve the CIM Level 3 Foundation Certificate in Professional Digital Marketing, a pass in the mandatory and specified elective module is required. Each module can be achieved as a distinct, self-contained Award qualification.

The modules currently available at Level 3:



## Who is it for?

The CIM Level 3 Foundation Certificate in Professional Digital Marketing is aimed at those both in a job that already involves digital marketing or those who wish to find out about digital marketing with the intention of starting a digital marketing career.

Some typical job titles may include: digital marketing assistant, social media assistant and content marketing assistant.

## Entry requirements

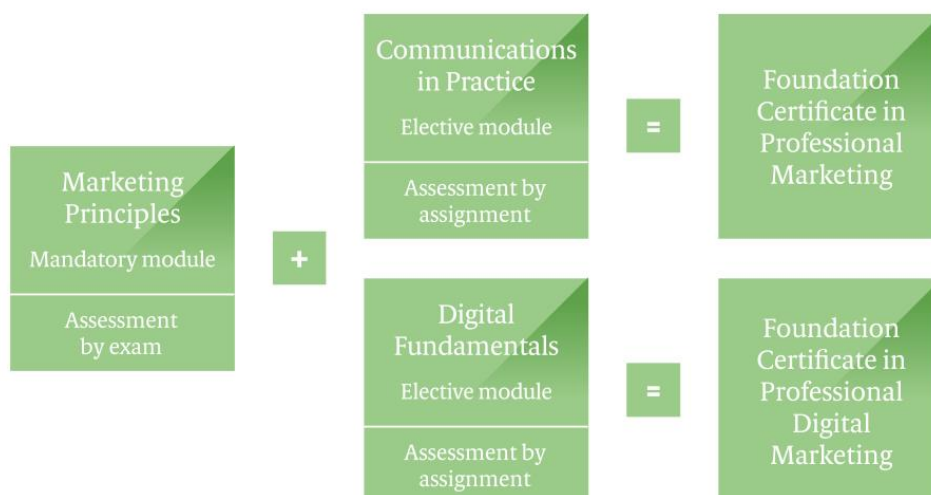
It is not necessary to have any previous experience or knowledge of marketing or digital marketing.

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 3 qualifications are designed with flexibility with options to complete both a Foundation Certificate qualification (two modules) or simply an Award qualification (one module).

The CIM Level 3 Foundation Certificate qualifications comprise of the following:



At Level 3, CIM qualifications are the CIM Level 3 Foundation Certificate in Professional Marketing and CIM Level 3 Foundation Certificate in Professional Digital Marketing. If a module is studied as a standalone module, an individual Award qualification can be achieved.

These will be titled as follows:

Module	Award qualification name
Marketing Principles	CIM Level 3 Award in Marketing Principles (VRQ)
Communications in Practice	CIM Level 3 Award in Communications in Practice (VRQ)
Digital Fundamentals	CIM Level 3 Award in Digital Fundamentals (VRQ)

## Progression

Successful achievement of the CIM Level 3 Foundation Certificate in Professional Digital Marketing (VRQ) or CIM Level 3 Foundation Certificate in Professional Marketing (VRQ) will allow progression onto the CIM Level 4 Certificate in Professional Marketing (VRQ) and CIM Level 4 Certificate in Professional Digital Marketing (VRQ) [www.cim.co.uk/qualifications](http://www.cim.co.uk/qualifications)

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

The CIM Level 3 Foundation Certificate in Professional Digital Marketing has been calculated as carrying 24 credits, which equates to approximately 240 hours Total Qualification Time (TQT) and 180 hours of Guided Learning Hours (GLH). Each of the two modules within the Foundation Certificate qualification is worth 12 credits, 120 hours of TQT and 90 hours of GLH.

**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 (TQT)** – 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
- supported self-study time

## Modes of study

Enrolment at a CIM Accredited Study Centre is required to study a 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 CIM qualifications and mode of study.

## How it is assessed

A combination of assessment methodologies are used for the CIM Level 3 Foundation Certificate in Professional Digital Marketing 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 online examination comprising multiple-choice questions

**Digital Fundamentals** – 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. These will take place in December, March/April, and June/July.

Marketing Principles will be assessed by an online multiple-choice question examination. Examinations will be conducted online under controlled, invigilated conditions.

Digital Fundamentals 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 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/ratified?

Results will be issued/ratified 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 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 Regulated Qualifications Framework (RQF).

**Credit value** – 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.

**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.

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

**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** – 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 3.

### Level 3 – Command words

<b>Command word</b>	<b>Interpretation of command word</b>
<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).



CIM

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