

# Exemptions relating to Level 3 (Marketing Assistant), Level 4 (Marketing Executive) and Level 6 (Marketing Manager) Apprenticeship Standards

20 May 2020

After undertaking a detailed mapping process of the Knowledge and Skills contained within the Level 3, Level 4 and Level 6 standards, we can confirm that we are able to offer a similar exemption route to marketing related degrees. Please find the exemption routes here:

Standard	Module exemptions	Additional modules required for full qualification	Qualification achieved	Comments
<b>Level 3 Marketing Assistant</b>	Marketing Principles	Digital Fundamentals (E)	Foundation Certificate in Professional Digital Marketing	Please note that if both Digital Fundamentals and Communications in Practice are passed two Foundation Certificate qualifications are achieved.
	Marketing Principles	Communications in Practice (E)	Foundation Certificate in Professional Marketing	
<b>Level 4 Marketing Executive</b>	Applied Marketing Planning Campaigns	Digital Marketing Techniques (E)	Certificate in Professional Digital Marketing	Please note that if both Digital Marketing Techniques and Customer Insights are passed two Certificate qualifications are achieved.
	Applied Marketing Planning Campaigns	Customer Insights (E)	Certificate in Professional Marketing	
<b>Level 6 Marketing Manager</b>	Marketing & Digital Strategy	Innovation in Marketing (M)*  Managing Brands (E)  Resource Management (E)  Digital Customer Experience (E)	Diploma in Professional Marketing	If <b>both</b> the mandatory module (M) and ONE elective module (E) are passed one Diploma qualification is awarded .  If the elective selected is Digital Customer Experience, two Diploma qualifications can be achieved if both Digital

				Optimisation and Innovation in Marketing are passed.
	Marketing & Digital Strategy	Digital Optimisation (M)*  Digital Customer Experience (M)	Diploma in Professional Digital Marketing	If Digital Optimisation and Digital Customer Experience plus Innovation in Marketing are passed then two Diploma qualifications are achieved.

\*(M) Mandatory Module

(E) Elective modules

Exemptions are awarded retrospectively and therefore cannot be claimed until the successful completion of the relevant apprenticeship standard.  
Remaining modules must be booked and relevant assignments submitted in line with usual practice and deadlines.

The full qualification must be completed within 5 years of the apprenticeship completion date.

If you have any questions, please email [Apprenticeships@cim.co.uk](mailto:Apprenticeships@cim.co.uk)