CIM Qualifications Specification

Level 3 Qualification Specification:

CIM Level 3 Award in Marketing Insights

Contents

3. CIM Level 3 Award in Marketing Insights 2024 (Module Specification) V1.3

About CIM

CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 12,500 studying members in 118 countries and 18,000+ assessments are taken by our students every year.

Our qualifications are delivered through an international network of Accredited Study Centres, enabling you to learn in a way that suits your lifestyle - from flexible awards to full qualifications.

Each module is based on the CIM Global Professional Marketing Framework. Our unique framework is designed to help marketers meet the increasing demands that are expected of them at every stage in their career.

12,500+
current studying members

Over **100** years
of supporting, developing
& representing marketers

18,000+
assessments taken every year

118
countries

The CIM Global Professional Marketing Framework

DIRECTION: Developing capability by design for understanding & context.

CAPABILITY: Knowledge & abilities to deliver against the plan.

PROFESSIONALISM: The way we work.

IMPACT: The benefits to us, our business, the economy & society.

3. CIM Level 3 Award in Marketing Insights 2024 (Module Specification) V1.3

Module Aim

The module introduces some of the main concepts, techniques and applications within marketing research and customer insights, showing their significance for marketing decision-making. This module will develop knowledge and understanding of the different types of research, insights and methods employed by marketers, by looking at how they can help monitor the marketing environment and current marketing trends to support decision-making. Candidates will also explore the role of consumer behaviour in marketing practice, considering social, cultural and technological differences whilst also exploring wider macro-marketing considerations.

Qualification Structure

Qualification Size:

Qualification Title	Size
CIM Level 3 Award in Marketing Insights	12 Credits (120 TQT) (100 GLH)

Module Purpose

In this module candidates will learn how to conduct key elements of a marketing audit and adopt a consumer and customer oriented approach to collecting and evaluating marketing research and insights. Candidates will be able to explain the importance of understanding customers/consumers and how marketing information helps to develop marketing activities which enhance customer satisfaction, retention and value. This module gives you an understanding of the customer/consumer's complex needs, wants their behaviour.

Module Content

Learning Outcomes	Assessment Criteria	Indicative Content
1. Explain key market research methods and insights which can inform marketing decision-making	1.1 Identify different sources of primary and secondary data.	• Primary Data • Secondary Data • Marketing Intelligence • Internal data

	1.2 Explain the methods and frameworks used for analysing data.	• Validation of sources and methods
		  o Trends
		  o Patterns
		  o Issues
		• Marketing Audit
		  o Marketing environment
		  o Competitors
		  o SWOT
		  o PESTLE
		• Ethical and Legal Considerations
		  o Data Protection/ GDPR
		  o Confidentiality
		  o Honesty
		  o Transparency

	1.3 Explore insights that inform marketing decision-making	• Metrics
		  o actionable
		  o vanity
		• Dashboards
		  o Context
		  o Need
		  o Vision
		  o Outcome
		  o Metrics
		• Marketing Insights
		  o Actionable
		  o Relevance
		  o Specificity
		  o Novelty
		  o Clarity
		• Quantitative & Qualitative techniques in generating insights.

2. Understand the key factors that influence consumer/customer behaviour.	2.1 Explain different types of consumers/customers within organisational contexts.	• Types of Transactions
		  o B2B,
		  o B2C,
		  o C2C,
		  o NfP

		• Types of Organisations • Customer Value Framework (CVF) • Types of Value • The Marketing Environment o Macro-marketing environment o Micromarketing Environment
	2.2 Analyse different factors that influence consumer/customer behaviour	• Consumer and customer behaviour influencing factors o Individual Factors o Group Factors o Societal Factors o Cultural o Environmental (Macro/Micro)
3. Understand the customer journey and how it impacts relationships	3.1 Illustrate the consumer/customer journey	• Customer Journey mapping o Touchpoints o Customer experience o Customer Satisfaction o Pain points o Customer actions • Customer Personas • Gap Analysis
	3.2 Demonstrate how insights can support the development of stronger customer relationships	• Customer Lifetime Value (CLV) • Acquisition, retention and conversion • Customer Relationship Management (CRM) (e.g. inputs, outputs, etc) • Metrics / Dashboard (i.e. trends analysis) • User Experience • Alignment to Brand • Opportunities
4. Understand how to conduct a marketing audit to inform marketing decision making	4.1 Provide an outline marketing audit using insights from a variety of sources	• The Marketing Environment • Macro Factors • Micro Factors • Marketing Audit • Secondary Data and Marketing Intelligence • SWOT Analysis
	4.2 Utilise information from the marketing audit to identify appropriate marketing objectives and recommendations	• Alignment to Brand Mission, Vision & Purpose • The Marketing Environment • Marketing Audit • Metrics / Dashboards Creative Platform

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

The Level 3 CIM Award has been calculated as carrying 12 credits, which equates to approximately 120 hours of Total Qualification Time (TQT) and 100 Guided Learning Hours (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 – 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

Assessment

The assessment method for this module is an Onscreen assessment utilising Multiple Choice Testing. Assessments are employer-driven, practitioner-based, relevant, and appropriate for business needs.

Module	Assessment Type	Availability
Marketing Insights	Onscreen Multiple-Choice Test 50 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)

Grading

Module Grading

Grading will be applied to each module as well as to the overall qualification.

Distinction	(D)	80%+
Merit	(M)	70-79%
Pass	(P)	60-69%
Fail	(F)	0-59%

The percentage mark along with the corresponding grade will be issued for each module. To achieve the total qualification each individual module needs to achieve 60% or above.

Entry Requirements

It is not necessary to have any previous experience or knowledge of marketing to study CIM Level 3 Award in Marketing Insight.

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 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. CIM will consider other equivalent alternatives.

Accessibility & Inclusion

There may be incidents where Learners may require special consideration and reasonable adjustments to the delivery and assessment of qualifications. In the event of this, Centres or candidates should review our Reasonable Adjustments and Special Considerations policy which is available to learners on the **MyCIM Portal** once they are registered.

Reasonable adjustments enable a candidate with additional requirements to demonstrate their knowledge, skills and understanding of the levels of attainment required by the relevant CIM qualification specification. CIM ensures its Reasonable Adjustments Policy aligns with regulatory and legal requirements.

Special Considerations enable a candidate to apply for special consideration to be considered as part of their assessment by way of marks/ percentage of marks for their assessment. The application of Special Consideration focuses on a scenario before or during the assessment that impacted the candidate's ability to perform on the day of an assessment, so they are not disadvantaged by circumstances outside of their control. CIM ensures its Special Considerations Policy aligns with regulatory and Joint Council of Qualifications (JCQ) guidelines.

Recognition of Prior Learning (RPL) and Exemptions

For further information on CIM's Accreditation of Prior Learning (APL) and Exemptions policy, please contact: exemptions@cim.co.uk

Membership:

Membership with CIM is required to allow candidates to book any assessments and access support and resources. Once you have enrolled with an accredited study centre it is encouraged to join membership at the level that best suits your experience. For example, if you have three years' experience in marketing, our Associate (ACIM) level may be best suited. Check out all membership levels here.
Alternatively, all students studying CIM qualifications can join at the Affiliate Studying level which allows you to book for any future assessments and access student resources such as EBSCO, Senior Examiner Reports and more.

Command Verbs

CIM Level 3 Award in Marketing Insight

Command word	Interpretation of command word
Analyse	Separate information into components and identify their characteristics
Apply	Put into effect in a recognised way
Argue	Present a reasoned case
Assess	Make an informed judgement
Calculate	Work out the value of something
Comment	Present an informed opinion
Compare	Identify similarities
Complete	Finish a task by adding to given information
Consider	Review and respond to given information
Contrast	Identify differences
Criticise	Assess worth against explicit expectations
Debate	Present different perspectives on an issue
Deduce	Draw conclusions from information provided
Define	Specify meaning
Demonstrate	To prove or make clear by reasoning or evidence
Describe	Set out characteristics
Develop	Take forward or build upon given information
Discuss	Present key points
Estimate	Assign an approximate value
Evaluate	Judge from available evidence
Examine	Investigate closely
Explain	Set out purposes or reasons
Explore	Investigate without preconceptions about the outcome
Give	Produce an answer from recall
Identify	Name or otherwise characterise
Illustrate	Present clarifying examples
Interpret	Translate information into recognisable form
Justify	Support a case with evidence
Outline	Set out main characteristics
Prioritise	determine the order for dealing with according to their relative importance
Prove	Demonstrate validity on the basis of evidence
Provide	Make available for use; supply
Recommend	Put forward proposals, supported by a clear rationale
Review	Survey information
Relate	Demonstrate connections between items
State	Express in clear terms
Suggest	Present a possible case
Summarise	Present principal points without detail
Utilise	To put to use or apply how something is used for a purpose