



# **CIM Qualifications Specification**

## **Level 4 Qualification Specification:**

### **CIM Level 4 Award in Marketing in Action**



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# 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.

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

**12,500+**  
current studying members

**118**  
countries

**18,000+**  
assessments taken every year

# 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.



# Module Aim

This module has been designed to give learners the opportunity to demonstrate knowledge and understanding of the marketing theory already gained and put this learning into practice. The module is about appreciating the importance of a well-planned marketing project and implementing this in a structured and focused manner to achieve the identified objectives. It outlines the key stages of a marketing project by addressing the need to identify the target customer/audience, the importance of information gathering and analysis, how to deliver customer expectations and the need for alternative approaches, evaluation of activities and reflection on the success.

## Qualification Structure

### Qualification Sizes:

Qualification Title	Size
CIM Level 4 Award in Marketing in Action	20 Credits (200 TQT) (100 GLH)

## Module Purpose

Marketing in Action is a 20-credit elective module which has been developed specifically for the Accredited Degree programme.

The Accredited Degree programme enables learners who currently study for a marketing or marketing related degree to gain professional marketing qualification. Accredited Degree learners are exempt from Marketing Impact and Planning Integrated Campaigns from the CIM Level 4 Certificate in Professional & Digital Marketing. To gain the CIM Level 4 Certificate in Professional & Digital Marketing, a pass in Marketing in Action is required.

# Module Content

LEARNING OUTCOMES	ASSESSMENT CRITERIA	INDICATIVE CONTENT
1. Understand the scope of the project and how customer expectations can be met	1.1 Explain the factors that influence the project choice and aims	<ul style="list-style-type: none"> <li>• External environmental</li> <li>• Internal environment</li> <li>• Individual strengths and weaknesses</li> <li>• Controllable/Uncontrollable factors</li> </ul>
	1.2 Identify and define your customer / audience and their expectations	<ul style="list-style-type: none"> <li>• End users/recipients</li> <li>• Customer expectations</li> <li>• Customer behaviours and motivation</li> </ul>
	1.3 Explain customer behaviour and its impact on marketing activities	<ul style="list-style-type: none"> <li>• Customer decision making process</li> <li>• Wants and needs</li> <li>• Substitute products</li> </ul>
2. Know the focus and direction	2.1 Collect information to inform decision making	<ul style="list-style-type: none"> <li>• Information search</li> <li>• Data analysis</li> <li>• Validity of data source</li> <li>• Reliability of data</li> <li>• Skills and resources needed to complete the project</li> <li>• Barriers to completion</li> </ul>
	2.2 Demonstrate the importance of fulfilling customer expectations within the context of the plan	<ul style="list-style-type: none"> <li>• Sourcing skills and resource</li> <li>• Budgeting &amp; costing of required resource</li> <li>• Consequences of meeting/ not meeting expectations</li> <li>• Customer satisfaction and loyalty</li> <li>• Competitor offers</li> <li>• Customer journey planning</li> </ul>
3. Be able to develop a plan to deliver identified objectives	3.1 Identify and evaluate alternative options to deliver customer expectations	<ul style="list-style-type: none"> <li>• Customer value propositions</li> <li>• Customer acquisition and retention</li> <li>• Segmentation, Targeting and Positioning</li> <li>• 7Ps</li> <li>• Link to objectives and target customer</li> <li>• Co-ordinated approach</li> </ul>
	3.2 Define the key messages, deliverables and timescales for the project	<ul style="list-style-type: none"> <li>• Setting SMART Objectives</li> <li>• Message framing</li> <li>• Determining activities</li> <li>• Scheduling time and resource</li> </ul>

4. Understand the activities within the planned approach to deliver the plan	4.1 Demonstrate how to implement a plan	<ul style="list-style-type: none"> <li>Planned vs. actual outcomes</li> <li>Identifying possible risk factors</li> <li>Identify key milestones</li> <li>Communication between stakeholders</li> <li>Resources needed</li> <li>Measurement of progress</li> </ul>
	4.2 Identify the need for alternative approaches	<ul style="list-style-type: none"> <li>Contingency planning</li> <li>Analysis of alternative options</li> <li>Assessing the risk to the overall project</li> <li>Informing key stakeholders</li> <li>Budget implications of change</li> </ul>
5. Understand the metrics which can be used to measure marketing effectiveness	5.1 Identify appropriate marketing metrics across various channels	<ul style="list-style-type: none"> <li>Sales e.g. conversation rates, average order value, customer lifetime value etc.</li> <li>Website analytics e.g. traffic sources, pageviews, time on page etc.</li> <li>Search engine marketing e.g. click-through rate, conversions, impression share, quality score, ad rank etc.</li> <li>Social media marketing e.g. reach, impressions, engagement rate, share of voice, follower growth etc.</li> <li>Mobile marketing e.g. cost per install, active users, app downloads, in-app purchases, push notification open rates etc.</li> </ul>
	5.2 Explain where the data for marketing metrics can be obtained	<ul style="list-style-type: none"> <li>Social media analytics platforms e.g. Facebook Insights, Instagram Insights, Buffer, YouTube Analytics etc.</li> <li>Website analytics tools e.g. Google Analytics, Adobe Analytics, Mixpanel etc.</li> <li>CRM data e.g. customer surveys, customer reviews, event feedback etc.</li> </ul>
6. Evaluate the process, methods and decisions associated with the plan and suggest improvements for the future	6.1 Provide appropriate performance measurements and evaluate the effectiveness of the plan against set objectives.	<ul style="list-style-type: none"> <li>Identifying key performance measurements</li> <li>Comparing actual performance to set objectives</li> <li>Return on marketing investment (ROMI)</li> <li>Using data visualisation tools (e.g. charts, graphs) to present findings</li> </ul>

	6.2 Reflect on how change could improve the plan's outcomes	<ul style="list-style-type: none"> <li>• Recommendations for improving future marketing campaigns</li> <li>• Alternative courses of action</li> <li>• Supporting recommendations with facts</li> <li>• Develop a continuous improvement cycle</li> </ul>
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# Credits, Total Qualification Time (TQT), Guided Learning Hours (GLH)

The CIM Level 4 Award has been calculated as carrying 20 credits, which equates to approximately 200 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 module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require the submission of an applied marketing assignment.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in the Marketing in Action module content.

Module	Assessment Type	Availability
Marketing in Action	Assignment	3 x Assessment session

# Grading

## Module Grading

Distinction	(D)	70%+
Merit	(M)	60-69%
Pass	(P)	50-59%
Fail	(F)	0-49%

## Entry Requirements

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, Study 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. CIM ensures its Special Considerations Policy aligns with regulatory and Joint Council of Qualifications (JCQ) guidelines.

Accreditation of Prior Learning (APL) and Exemptions

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

## Student Registration

Students must be registered via Marketing Club with CIM to allow candidates to book any assessments and access support and resources.

<b>Command word</b>	<b>Interpretation of command word</b>
<b>Analyse</b> Examine a topic together with thoughts and judgements about it.	Identify components of a broad range of models and the relationship between these components. Draw out and relate implications.
<b>Appraise</b> Evaluate, judge or assess.	Can provide a detailed account of the subject area including key theories and models.
<b>Argue</b> Provide reasoned arguments for or against a point and arrive at an appropriate conclusion	Produce reasoned arguments in response to a given brief using terminology correctly.
<b>Assess</b> Evaluate or judge the importance of something, referring to appropriate schools of thought	Examine closely with a view to measuring a particular situation taking account of strengths and weaknesses, for and against
<b>Collect</b> Systematically gather a series of items over a period of time	Systematically gather a series of items over a period of time which demonstrate a knowledge of the marketing discipline
<b>Compare and contrast</b> Look for similarities and differences between two or more factors leading to an informed conclusion	Identify the similarities and differences between two or more factors
<b>Create</b> Bring something into existence for the first time	Create a range of documents relevant to marketing using a range of communication methods and approaches
<b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.	Define key words and terminology relevant to marketing
<b>Describe</b> Give a detailed account of something	Provide a thorough description of some non-routine ideas and information and present a clear description and account of the findings
<b>Develop</b> Take forward or build on given information	Build on given information using a range of information and ideas
<b>Demonstrate</b> Explain, using examples.	Clearly explain a range of ideas, using illustrative examples to underpin concepts used.
<b>Determine</b> Use research to check or establish something.	Use routine professional skills, techniques, practices and/or materials relevant to marketing to identify evidence to support a course of action.
<b>Discuss</b> Investigate or examine by argument and debate, giving reasons for and against.	Examine closely taking account of strengths and weaknesses in an argument, offer reasons for and against.
<b>Evaluate</b> Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability.	Make an appraisal of the worth, effectiveness or usefulness of something.

<b>Explain</b> Make plain, interpret and account for, enlighten, give reasons for.	Give a detailed response (definition and explanation) as to how/why something may benefit or present a barrier.
<b>Identify</b> List the main points or characteristics of a given item.	Can give the name and identifying characteristics; usually used in conjunction with other command words such as identify and explain.
<b>Illustrate</b> Give examples to make points clear and explicit.	Use a wide variety of examples to underpin the concepts you use.
<b>Justify</b> Support recommendations, explanations or arguments, with valid reasons for and against.	Explain why/give reasons to support your statements.
<b>Outline</b> Set out main characteristics or general principles, ignoring minor details.	State the main characteristics and key points from a range of sources.
<b>Plan</b> Put forward a proposal for a course of action, usually to achieve a goal.	Produce a structured proposal for planned stages to achieve a goal.
<b>Present</b> Exhibit something to others.	Present arguments, information or ideas, which are routine to marketing, to others. Convey complex ideas in a well-structured and coherent form.
<b>Prioritise</b>	determine the order for dealing with according to their relative importance
<b>Provide</b>	Make available for use; supply
<b>Recommend</b> Put forward proposals, supported by a clear rationale.	Make a judgement and give some support and reason for your recommendations.
<b>Reflect</b> Think carefully about something, consider something, review something that has happened or has been done.	Review and/or think carefully about something in order to assess reasons for its success or failure or identify improvements that can be made.
<b>State</b> Present in a clear brief form.	Present new and/or abstract data and information in a clear and concise manner.
<b>Summarise</b> Give a concise account of the key points, omit details and examples.	Summarise information and arrange in a logical manner.