

CIM Foundation Certificate in Marketing

Level 3 (Foundation)

A smart and flexible qualification



CIM

Accredited Study Centre

About CIM

CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 13,000 studying members in 110 countries and 20,000 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 bite-size flexible modules to full qualifications.

Each module is based on our unique Professional Marketing Competencies 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

13,000 
current studying members

110 
countries

20,000
assessments taken every year



CIM qualifications road map

Qualification	Who it is for
<p>Foundation Certificate in Marketing</p>	<p>People of all ages and stages of their career. Ideal for managers in non-marketing functions, entrepreneurs, apprentices and those starting out in a marketing career.</p>
<p>Certificate in Professional Marketing</p>	<p>Aspiring marketers who want to gain knowledge and skills to progress a successful career in marketing. Ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing.</p>
<p>Diploma in Professional Marketing</p>	<p>Marketers in operational, supervisory or management roles who want to develop their marketing knowledge and skills. Suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.</p>
<p>Digital Diploma in Professional Marketing</p>	<p>Marketers in operational, supervisory or management roles who want to develop their digital marketing strategy and skills. Suitable for digital marketing managers, digital specialists and marketing managers who want a better understanding of digital.</p>
<p>CIM Marketing Leadership Programme</p>	<p>Experienced marketers working at a strategic marketing or management level or aspiring to do so. Consultants looking for professional recognition and status whether working in large organisations or as independent business owners. Please note: This qualification is only offered by UK providers.</p>

At CIM, we offer a pathway for your professional marketing development. The Foundation Certificate in Marketing is for all those who want to find out more about marketing, whether you are already working in marketing support roles or are looking

to move into marketing. You will gain relevant and contemporary knowledge that will help you understand the wider role of marketing and how your practical skills can help you progress your future career.

Structure	Level
<p>One mandatory module:</p> <ul style="list-style-type: none"> • Marketing Principles <p>Choice of elective module:</p> <ul style="list-style-type: none"> • Customer Communications • Digital Essentials 	<p>Level 3 (Foundation)</p>
<p>Two mandatory modules:</p> <ul style="list-style-type: none"> • Marketing • Integrated Communications <p>Choice of elective module:</p> <ul style="list-style-type: none"> • Customer Experience • Digital Marketing 	<p>Level 4 (Intermediate)</p>
<p>Two mandatory modules:</p> <ul style="list-style-type: none"> • Strategic Marketing • Mastering Metrics <p>Choice of elective module:</p> <ul style="list-style-type: none"> • Driving Innovation • Digital Strategy 	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Three mandatory modules:</p> <ul style="list-style-type: none"> • Driving Digital Experience • Digital Strategy • Mastering Digital Channels 	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Two mandatory modules:</p> <ul style="list-style-type: none"> • Contemporary Challenges • Leading Change <p>Choice of elective module:</p> <ul style="list-style-type: none"> • Consultancy • Managing Business Growth 	<p>Level 7 Equivalent level to a Master's degree (Advanced)</p>

CIM Foundation Certificate in Marketing

The aim of the CIM Level 3 Foundation Certificate in Marketing is to equip you with the skills, knowledge and understanding to perform professionally when you are new to marketing. We bring learning to life through meaningful assessments which reflect the demands of the modern industry. As a result, you will develop a good understanding of the wider role of marketing and learn practical skills which can be applied to future career progression.

Who is it for?

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

How it will benefit you?

- Get a unique opportunity to blend practical skills with academic understanding
- Improve your global competitive advantage, increase your confidence and employability
- Keep up with the latest trends and stay ahead in your field
- Invaluable opportunity to network with other marketers
- CIM qualifications are recognised by businesses all over the world

Entry criteria

- If English is not your first language, 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
- It is not necessary to have any previous experience or knowledge of marketing

Assessments

- A mixture of exam and assignments based on a given scenario and an organisation of your choice
- Employer-driven, practitioner-based, relevant and appropriate for business needs
- Three assessment sessions per year taking place in December, March/April and June/July

Ways to study

- Choose face-to-face study, distance (online) learning or a mix of the two (blended learning)
- Bite-size learning to fit with your busy life

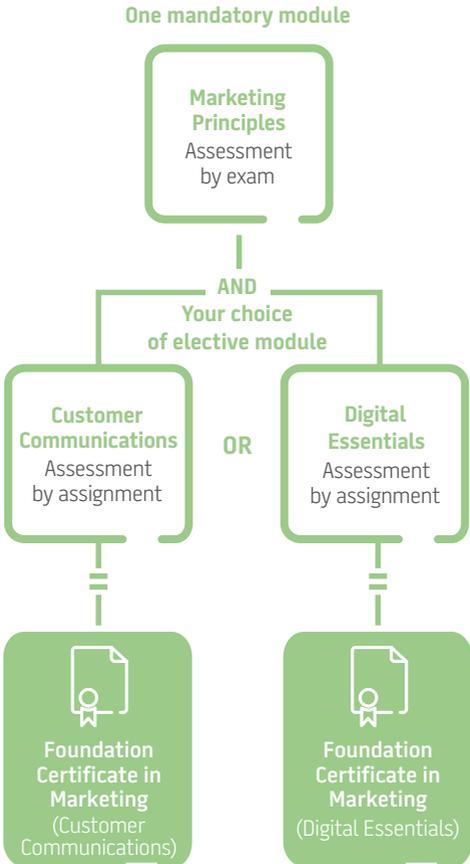
Length of study

- Each module will take 80 – 90 hours notional learning time
- Notional learning time includes guided learning hours, practical and work-based learning, assessment preparation time, assessment time and supported self-study time

Qualification structure

The qualification’s flexible structure has been designed to meet the needs of today’s professional marketer. Each module can be achieved as a distinct, self-contained award or combined into the full qualification comprising one mandatory module and one elective.

To achieve the full qualification, a pass in the mandatory module plus one elective module is required.



*Currently there are two elective modules available. This will be continually reviewed.

Modules

Marketing Principles

Mandatory Module

Aims of the module

You will understand the key concepts and terminology used in marketing. This module also gives you a knowledge and understanding of the role and function of marketing within organisations and explores the factors that can influence consumer behaviour.

You will identify key components of the marketing environment and develop an appreciation of how to collect and use relevant information. The module outlines the concepts and elements which make up the marketing mix and shows you how they are applied in context.

Unit 1: Discovering marketing

- Describe the role and function of marketing within organisations
- Explain the factors that influence consumer behaviour

Unit 2: The marketing environment

- Identify the key components of the marketing environment
- Know how to collect relevant information about the marketing environment

Unit 3: The marketing mix

- Describe the concept and elements of the marketing mix
- Know how the marketing mix is applied in different contextual settings

Assessment: Examination

The examination will comprise of multiple-choice questions to be completed in a 90 minute controlled assessment.

Customer Communications

Elective Module

Aims of the module

This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. You will gain knowledge and understanding of the purpose and process of marketing communications, and the range of tools available. You will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.

Unit 1: Who are customers?

- Develop an understanding of different types of customers
- Understand the nature and importance of customer relationships

Unit 2: Communicating with customers

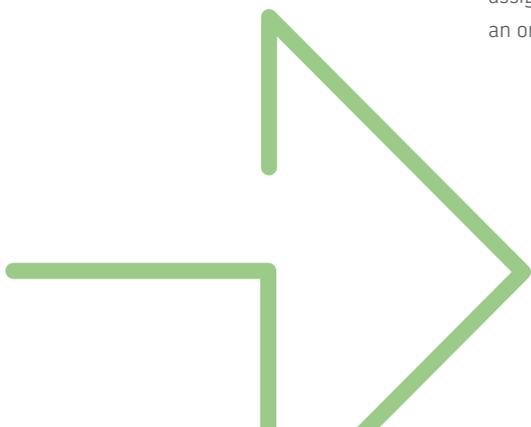
- Outline the purpose and process of marketing communications
- Understand the use of a range of different marketing communications tools

Unit 3: Creating a marketing communications campaign

- Develop an outline marketing communications campaign
- Illustrate how the marketing communications campaign will be put into practice

Assessment: Assignment

You will be asked to submit a work-based assignment based on a given scenario and an organisation of choice.



Digital Essentials

Elective Module

Aims of the module

This module provides an understanding of what is meant by digital marketing and the key communication tools used. It outlines the key factors that influence the digital consumer including social networks and virtual communities. It identifies the importance of developing campaign content aimed at specific market segments and how campaigns can be measured.

Unit 1: Fundamentals of digital marketing

- Understand what is meant by digital marketing
- Examine the key factors that influence the digital consumer

Unit 2: Digital marketing communications

- Understand the key digital marketing communications tools
- Know how to develop digital marketing content

Unit 3: Working on digital campaigns

- Develop digital marketing communications campaigns
- Understand methods of measuring digital marketing communications campaigns

Assessment: Assignment

You will be assessed by a work related assignment based on a given scenario and an organisation of choice.

CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member which allows you to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking and knowledge sharing events and top up your skills with discounted rates on our wide range of training courses. You will also gain recognition as a current and actively engaged marketer.

Marketing and study resources

Whether you want to understand marketing trends within your industry or gain more insights about your customers, you will get free online access to an extensive range of reports, journals, business publications and marketing books via the CIM website. You will also have access to a range of CIM published e-books. In addition, we can offer tailored research support.

cim.co.uk/resources

Practical insights webinars

You can gain access to interactive webinars designed to help you with today's most pressing questions and opportunities. Available live or on-demand, you can watch the webinars at your convenience.

Content hub

Our online content hub Exchange is packed with great writing, insightful data and genuine thought leadership. Exchange publishes daily content designed to provoke thought and reaction on a global scale. Exploring various sectors, disciplines and markets, we want to help shape the marketing profession and support the people that work within it.

Catalyst

CIM's quarterly magazine Catalyst explores the world of marketing – delving into current issues within the profession and the transformation that marketing is currently undertaking.



CATALYST
MARKETING
PROFESSION

EXCHANGE

FAQs

I am looking to study a CIM qualification. What are my next steps?

The first step in studying one of our qualifications is to enrol with your study centre and decide how you wish to study: face-to-face, online or blended – a combination of online and face-to-face tuition (not all study centres offer all three study options). Once you have enrolled, you'll then need to join CIM as a studying member (cim.co.uk/joinonline), giving you a wealth of study resources at your fingertips.

How much will it cost?

There are different costs associated with a CIM qualification. You will need to pay a tuition fee to your study centre, and fees payable to CIM include your annual membership fee, and the cost of assessments. You can find a list of appropriate fees on our website. Students are eligible for reduced assessment fees if residing in a country that qualifies for international reduced rates. (cim.co.uk/international-reduced-rate).

Can I study on my own?

Self-study is not an available method of study. To study a CIM qualification, you must be enrolled with one of our accredited study centres. CIM's accredited study centres are assessed on a regular basis to ensure standards are maintained. Part of a centre's accreditation includes an assurance that all CIM students will be provided with tailored advice and guidance on matters such as examination technique, past examination papers, and materials to support learning, as well as CIM's assignment briefs. Studying with an accredited study centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

How long does it take to complete?

The duration of your studies will depend on your chosen study method and the study timetable of the centre. Please discuss your expectations and requirements with your study centre to ensure that you are able to study in the most appropriate way for you.

Can I complete just one module?

Each specialised module from the Foundation Certificate in Marketing, Certificate in Professional Marketing, Diploma in Professional Marketing and CIM Marketing Leadership Programme can be achieved as a distinct, self-contained award. This allows for a flexible learning experience whereby you can continue to complete short awards, eventually gaining the full qualification in a time frame that suits you.

Will I be a Chartered Marketer after completing a CIM qualification?

The prestigious Chartered Marketer status is achieved through a combination of qualifications, experience and continual professional development (CPD). To become a Chartered Marketer you must firstly reach MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. Students who commence the new level 7 Marketing Leadership Programme at either MCIM or FCIM grade of membership may use their studies towards the CPD requirements of achieving Chartered Marketer status. If they record two consecutive years of CPD and complete the qualification in full, the final step for achieving Chartered status – the online assessment – will be waived. A CIM qualification will contribute towards your eligibility for graded membership.



What our students say



Understanding how people think, behave and the psychology behind marketing has always interested me and as a young, 19-year-old marketer, CIM allows me to open up doors for my future. I have recently completed my Foundation Certificate in Marketing and Extended Diploma in Business, and am now about to start studying for a degree in marketing. My CIM study centre helped me to better understand and expand my knowledge, and for this reason I look forward to completing many more CIM qualifications in the future to enhance my career.

Sean Higgins

Marketing Student



Since graduating having achieved two CIM professional marketing qualifications has made me stand out in the market and my ACIM accreditation has really added to my CV. Doing CIM was one of the best choices I made while at university.

Bradley Johnson

Marketing & Recruitment
Coordinator
University of Hertfordshire



Enrol now and join CIM

To take a qualification, you'll first need to enrol with your study centre, then join CIM. As a member of CIM, you will have access to a range of benefits and resources that can support your studies and professional marketing career. If you are already a member, just apply for your chosen qualification.

To join, simply visit:

cim.co.uk/joinonline



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