

CIM Certificate in Professional Marketing

Level 4 (Intermediate)

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. Our Certificate in Professional Marketing gives you the knowledge and understanding of marketing, and provides you with practical skills and know-how to devise and

execute tactical marketing activities. If you are in a junior marketing position, working in marketing support roles, or if marketing plays some part in your current job description, this qualification is the choice for you.

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 Certificate in Professional Marketing

The aim of the CIM Level 4 Certificate in Professional Marketing is to provide the practising marketer with relevant, contemporary marketing content to equip them for the current global landscape. Learning is brought to life through meaningful assessments which embrace the modern marketing industry.

Who is it for?

The CIM Level 4 Certificate in Professional Marketing is aimed at the aspiring professional marketer who wishes to gain knowledge and skills to succeed and progress with a career in marketing. Ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing.

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

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Foundation Certificate in Marketing or any relevant Level 3 qualification
- Any UK degree or international equivalent
- International Baccalaureate (equivalent to NQF Level 3 and above)
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4
- If English is not your first language, English language qualification within the last two years

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

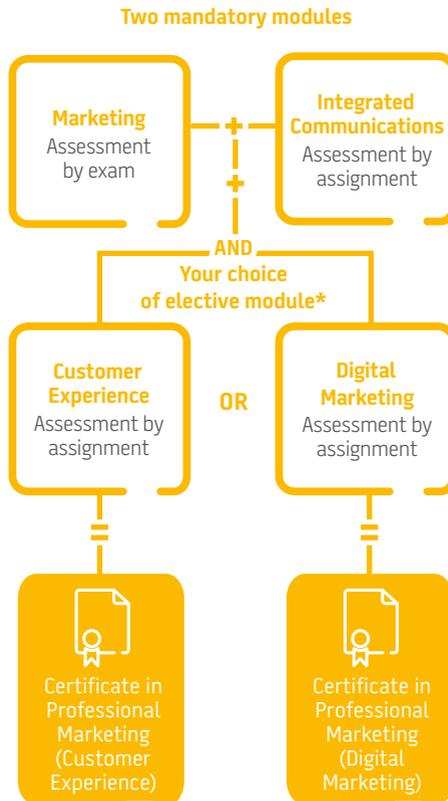
Length of study

- Each module will take 130 – 150 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 two mandatory modules and one elective.

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



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

Modules

Marketing

Mandatory Module

Aims of the module

You will recognise the importance of marketing's role in driving success and delivering results.

This module provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It also covers the elements of the marketing mix and how these are applied to address market and customer needs.

Unit 1: The marketing concept

- Understand the role and function of marketing
- Understand what influences customer/consumer behaviour

Unit 2: Analysis and insight

- Identify factors and trends in the marketing environment and how they affect marketing planning
- Identify options for gathering relevant marketing information

Unit 3: Marketing mix

- Know the elements of the marketing mix
- Apply and adapt the marketing mix to satisfy customer needs

Assessment: Exam

Multiple-choice questions to be completed in a controlled assessment.

Integrated Communications

Mandatory Module

Aims of the module

This module aims to enable understanding of the importance of effective internal and external communications in building sustainable relationships and delivering customer value.

It provides the opportunity to recognise the importance of communications planning in delivering marketing solutions.

It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.

Unit 1: Internal marketing

- Know how to build cross-functional relationships
- Understand how to harness resources to deliver effective marketing solutions

Unit 2: Value proposition

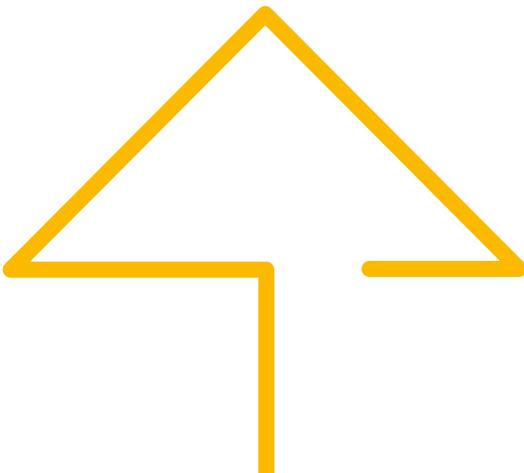
- Create effective communications to deliver value to customers
- Understand product and brand management

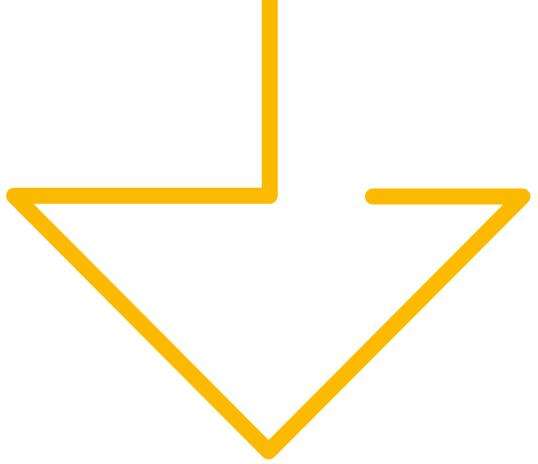
Unit 3: Marketing communications

- Understand the components of the marketing communications mix
- Develop integrated marketing communications

Assessment: Assignment

An assignment, based on a given scenario and an organisation of choice.





Customer Experience

Elective Module

Aims of the module

You will understand how deeper knowledge of customer requirements within different contexts allows organisations to enhance customer experience.

This module provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations.

It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques enabling organisations to improve customer experience.

Unit 1: Customer context

- Understand the range of different contexts across which marketers operate
- Understand the importance of customer expectations

Unit 2: Customer experience

- Understand the different dimensions of customer experience
- Deliver activities that enhance customer experience

Unit 3: Measuring and monitoring

- Know how to monitor and measure customer experience in context
- Use metrics to improve future customer experience

Assessment: Assignment

An assignment, based on a given scenario and an organisation of choice.

Digital Marketing

Elective Module

Aims of the module

Appreciating the importance of the ever-evolving digital landscape and understanding how to develop skills, you will learn how to improve digital marketing effectiveness. This module provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.

Unit 1: The digital landscape

- Understand the opportunities and challenges presented through the disruptive digital environment
- Assess the impact and influence of the dynamic digital environment

Unit 2: Digital toolkit

- Know how key digital tools can support and enhance marketing
- Understand the relevance of digital platforms and channels in context

Unit 3: Digital in action

- Develop digital activities to support and enhance multichannel marketing
- Apply the key principles involved in monitoring and measuring digital marketing effectiveness

Assessment: Assignment

A work-based assignment broken down to research, plan and report.

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
PRACTICE

EXCHANGE

What our students say



My overall experience with the CIM Certificate in Professional Marketing was invaluable. Enough time is available to complete all work before deadlines and I could schedule my studies alongside my busy job. It also offers a great addition to my CV, so I can stand out against other candidates.

Jessica Bell,
Marketing Executive

Perfectly Clear Marketing



I started my marketing career about five years ago. I didn't know much about marketing then so I enrolled with CIM membership to gain insights and contacted them to start the CIM Certificate in Professional Marketing. I then continued to do the CIM Diploma in Professional Marketing and since my 3.5 years of studying I have moved on from a Marketing Coordinator to now Marketing and Ecommerce Manager. I genuinely believe my career would not already be so fruitful without the learning and modules I experienced from CIM. Anyone taking on a qualification, event or membership with CIM won't regret it.

Claire Z Allen,
Marketing and
Ecommerce Manager

Scout Shops Ltd,
The Scout Association



I believe that my career in marketing would not have progressed as quickly as it has if I hadn't gained the CIM Certificate in Professional Marketing. It definitely helps me stand out and I feel it adds to my credibility as it is a well-recognised and respected qualification.

Eileen Donaghey,
Marketing Manager

Anthony Gold Solicitors



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.

I have a marketing degree. Am I eligible for any module exemptions?

If you have a marketing degree you may be eligible for a module exemption. To find out if your qualification is eligible, please email qualifications@cim.co.uk with details of your existing qualification, when you achieved this, which university you studied at and which of our qualifications you would like to study.

We also partner with leading UK universities to match the content of their marketing degree courses against CIM qualifications, to assess where we can award exemptions through our Graduate Gateway scheme. You can look to see if your university and degree are included here. (cim.co.uk/qualifications/graduate-gateway)

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.



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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