



The Chartered
Institute of Marketing

CIM Certificate in Professional Marketing

Level 4 (Intermediate)



About CIM

CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 14,000 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 flexible awards 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

14,000 
current studying members

110 
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CIM qualifications road map

Qualification	Skills you will develop
<p>Foundation Certificate in Marketing</p>	<p>Enables you to understand marketing's role and how the marketing mix is used to satisfy customer needs. Ideal if you're starting out in marketing or looking to set up your own business.</p>
<p>Certificate in Professional Marketing</p>	<p>Provides insight into the concept of product and brand management and what influences the behaviour of your customers, allowing you to devise integrated marketing communication strategies to enrich the customer experience and deliver customer value.</p>
<p>Diploma in Professional Marketing</p>	<p>Focuses on the strategic marketing planning process, giving you the ability to evaluate success through key marketing metrics and identify insights to drive informed decisions. Equivalent level to an undergraduate degree.</p>
<p>Digital Diploma in Professional Marketing</p>	<p>Brings you up to speed with the very latest digital strategies, enabling you to master digital channels, deliver the ultimate digital customer experience and increase your global competitive advantage. Equivalent level to an undergraduate degree.</p>
<p>Postgraduate Diploma in Professional Marketing</p>	<p>Develops creative, innovative and entrepreneurial strategic thinking to respond to international marketing challenges as demanded by global employers. Equivalent level to a Master's degree. Please note: This qualification is only available to those who reside outside of the UK</p>
<p>Marketing Leadership Programme</p>	<p>Builds on your substantial experience, enabling you to turn business challenges and disruption into opportunities through an understanding of the key influences on your organisation's overall strategy, contribute to board decisions and become a leader of change. Equivalent level to a Master's degree.</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: • Marketing Principles</p> <p>Choice of elective module: • Customer Communications • Digital Essentials</p>	<p>Level 3 (Foundation)</p>
<p>Two mandatory modules: • Marketing • Integrated Communications</p> <p>Choice of elective module: • Customer Experience • Digital Marketing</p>	<p>Level 4 (Intermediate)</p>
<p>Two mandatory modules: • Strategic Marketing • Mastering Metrics</p> <p>Choice of elective module: • Driving Innovation • Digital Strategy</p>	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Three mandatory modules: • Digital Strategy • Driving Digital Experience • Mastering Digital Channels</p>	<p>Level 6 Equivalent level to an undergraduate degree (Intermediate)</p>
<p>Three mandatory modules: • Global Marketing Decisions • Corporate Digital Communications • Creating Entrepreneurial Change</p>	<p>Level 7 Equivalent level to a Master's degree (Advanced)</p>
<p>Two mandatory modules: • Contemporary Challenges • Leading Change</p> <p>Choice of elective module: • Consultancy • Managing Business Growth</p>	<p>Level 7 Equivalent level to a Master's degree (Advanced)</p>

CIM Certificate in Professional Marketing

The aim of the 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 it is for

The 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 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, you will need to demonstrate that you have achieved one of the following English Language qualifications in the last two years:

- IELTS Academic Modules with an overall score of 6.5 (each component pass mark must be 6.0 or above)
- Cambridge Certificate of Advanced English grade b or above

CIM will consider other equivalent alternatives.

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, 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

- The Total Qualification Time (TQT) per module is 170 hours
- TQT 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 taken as an individual 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.

Two mandatory modules AND your choice of elective module



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.

Modules

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.

Next step: find a study centre - visit: cim.co.uk/study-centres

CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member. You'll be able to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking events and top up your skills with a discounted rate on our wide range of training courses. Also as a member, you'll 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. In addition, you will also have access to a range of CIM published e-books. cim.co.uk/resources

Practical Insights webinars

You can gain access to interactive webinars designed to help you with today's newest trends and techniques in marketing. Available live or on demand, you can watch these webinars at your convenience.

Content hub

Our online content hub, Exchange, is packed with great writing, insightful data and thought leadership. Exchange publishes weekly content designed to provoke thought 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 in.

Catalyst

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



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 an Accredited Study Centre at: cim.co.uk/study-centres. You will need to decide how you wish to study; face-to-face, distance (online) learning or blended (a combination of online and face-to-face tuition). Once you have enrolled, you can then join us (cim.co.uk/join) as a studying member and have 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 Accredited Study Centre, the cost of which can vary. We would recommend contacting several to compare prices and what is included in this fee, as well as their results and the level of support offered. 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.

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 our Accredited Study Centre to ensure that you are able to study in the most appropriate way for you.

Can I study outside of the UK?

We currently have 61 Accredited Study Centres outside of the UK who offer our qualifications. And if there isn't a centre local to you, you will be able to study with an online learning provider, receiving online tuition and support. You can search for an appropriate centre using our online searching tool and filter your search depending on the country, qualification and preferred study method. (cim.co.uk/study-centres)

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**](mailto: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 module across all qualifications can be achieved as an individual award. This allows for a flexible learning experience, whereby you can continue to complete short awards, eventually achieving 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 Continuing Professional Development (CPD). To become a Chartered Marketer you must first reach MCIM or FCIM graded membership and then two years of consecutive CPD, as well as an online assessment. A CIM qualification at level 6 and 7 will contribute towards your eligibility for graded membership.



If you have any other questions you'd like answered, email [**qualifications@cim.co.uk**](mailto:qualifications@cim.co.uk)

