CIM

CIM Qualifications Specification

Level 4 Qualification Specification:

CIM Level 4 Award in MarTech

Contents

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.

Module Aim

Marketing Technology, or MarTech, is now essential to facilitate and execute marketing activities. This module develops knowledge on the importance and application of MarTech including Artificial Intelligence (AI) within organisations. Candidates will learn how MarTech can be used across the customer journey to support paid campaigns, social media activities and to support customer relationships. Candidates will gain the understanding to analyse web analytics outputs and make suitable recommendations for the future.

Qualification Structure

Qualification Sizes:

Qualification Title	Size
CIM Level 4 Award in MarTech	10 Credits (100 TQT) (80 GLH)

Module Purpose

This module covers the fundamental aspects of MarTech and its application within organisations. The module comprises of three areas: the first focuses on understanding the importance of MarTech on organisations including the role of AI, the second develops an understanding of the application of MarTech across the customer journey, the third area develops skills in deriving insights from web analytics platforms.

Module Content

LEARNING OUTCOME	ASSESSMENT CRITERIA	INDICATIVE CONTENT
1. Understand the significance of MarTech for an organisation.	1.1 Assess the scope of MarTech across a variety of organisational contexts.	• Key MarTech terminology • MarTech stack (i.e. types of MarTech used) • Legal considerations (e.g. GDPR, e-privacy directive, etc) • MarTech use across the customer journey • MarTech use to deliver on marketing goals • Benefits and limitations of MarTech • Automation in MarTech • MarTech to support the marketing mix • Impact on internal stakeholders (Responsible, Accountable, Consulted, Informed- RACI)

	1.2 Determine the impact of AI on marketing technology.	• Defining AI
		• Machine learning and deep learning
		• Types of data (e.g. structured, unstructured, images, text, audio, etc.)
		• AI in marketing and its impact on MarTech
		  o Media buying
		  o Ad targeting
		  o Lead scoring
		  o Re-targeting, chatbots
		  o Marketing automation
		  o Personalisation
		  o Content creation
		• Benefits of AI
		  o Enhanced customer experience,
		  o Improved insights,
		  o Resource allocation,
		  o Better decision making
		• Issues with AI use
		  o Bias
		  o Discrimination,
		  o Compliance issues
		  o Privacy
		  o Ethics

2. Recognise applications of MarTech across the customer journey.	2.1 Explain the role of 'AdTech' in supporting paid digital campaigns.	• Different content formats (e.g., blog, video, webinar, eBook, whitepaper etc.) • Benefits and limitations • Value and use across different organisation types (e.g. B2B, B2C, NFP, etc) • SEO considerations (e.g. Keywords, copy length, metadata, titles, tags)

		• Programmatic ad buying process
	2.2 Assess how social media tools can be used to improve the management of social media activities.	• Customer goals and motivations • Creation of personas • Difference of usage within organisational types (e.g. B2B, B2C, NfP, etc) • Using content to support the marketing funnel. • Keyword tone of voice • Copywriting techniques (e.g. call to action, understanding target audience vocabulary, etc.)
	2.3 Explain how CRM technology can support customer relationships.	• CRM technology usage within organisational types (e.g. B2B, B2C, NfP, etc) • Role of CRM technology in centralising customer data • Customer segmentation • Targeting customers at different lifecycle stages • Creation of retention and loyalty campaigns (e.g., through email marketing and SMS) • Personalisation capabilities and their benefits • Automated campaign capabilities and their benefits
3. Understand customer insights delivered by web analytics platforms.	3.1 Explain the measures accessed in analytics platforms.	• Different metrics tracked in analytics platforms (e.g. Google Analytics4, Meta Insights, etc) • Dimensions (labels for data) • Metrics (i.e. quantitative and qualitive data) • Basic available reports in analytics platforms (e.g. Google Analytics4, Meta Insights, etc) • Importance of data segmentation
	3.2 Recommend how data from analytics platforms can be used to inform future marketing activities.	• Analysing metrics and KPIs • Link to campaign or marketing objectives • Feedback to internal and external stakeholders • Creation of campaign reports

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

The CIM Level 4 Award has been calculated as carrying 10 credits, which equates to approximately 100 hours of Total Qualification Time (TQT) and 80 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
MarTech	Onscreen Multiple-Choice Test 45 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

You'll need to have a minimum of one year's experience in the industry or a relevant Level 3 qualification to study the CIM Level 4 Award. Alternatively, an equivalent Level 3 Apprenticeship such as the Multi-channel Marketer or Marketing Assistant would also be accepted. CIM will consider other equivalent Marketing Apprenticeships.

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. 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

Further guidance on RPL and exemptions can be found in CIM Exemptions policy.

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, the 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 4 Award

Command word	Interpretation of command word
Analyse 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.
Appraise Evaluate, judge or assess.	Can provide a detailed account of the subject area including key theories and models.
Argue 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.
Assess 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
Collect 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
Compare and contrast 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
Create Bring something into existence for the first time	Create a range of documents relevant to marketing using a range of communication methods and approaches
Define Write the precise meaning of a word or phrase. Quote a source if possible.	Define key words and terminology relevant to marketing
Describe 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
Develop Take forward or build on given information	Build on given information using a range of information and ideas
Demonstrate Explain, using examples.	Clearly explain a range of ideas, using illustrative examples to underpin concepts used.
Determine 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.
Discuss 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.

Evaluate 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.
Explain 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.
Identify 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.
Illustrate Give examples to make points clear and explicit.	Use a wide variety of examples to underpin the concepts you use.
Justify Support recommendations, explanations or arguments, with valid reasons for and against.	Explain why/give reasons to support your statements.
Outline Set out main characteristics or general principles, ignoring minor details.	State the main characteristics and key points from a range of sources.
Plan 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.
Present 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.
Prioritise	determine the order for dealing with according to their relative importance
Provide	Make available for use; supply
Recommend Put forward proposals, supported by a clear rationale.	Make a judgement and give some support and reason for your recommendations.
Reflect 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.
State Present in a clear brief form.	Present new and/or abstract data and information in a clear and concise manner.
Summarise Give a concise account of the key points, omit details and examples.	Summarise information and arrange in a logical manner.