



CIM

The Chartered
Institute of Marketing

Exemptions relating to Level 3 (Marketing Assistant and Multi-Channel Marketer), Level 4 (Marketing Executive) and Level 6 (Marketing Manager) Apprenticeship Standards

After undertaking a detailed mapping process of the Knowledge and Skills contained within the Level 3, Level 4 and Level 6 standards, we can confirm that we are able to offer a similar exemption route to marketing related degrees. Please find the exemption routes here:

Module exemptions for New CIM Qualifications from 2024

Standard	Module Exemptions
Level 3 Marketing Assistant	Marketing Essentials
Level 3 Multi-Channel Marketer	Marketing Essentials
Level 4 Marketing Executive	Marketing Essentials
	Marketing Impact
	Planning Integrated Campaigns
Level 6 Marketing Manager	Strategy & Planning

Module exemptions for CIM Qualifications from 2019

Standard	Module exemptions
Level 3 Marketing Assistant	Marketing Principles
Level 3 Multi-Channel Marketer	Marketing Principles
	Marketing Principles
Level 4 Marketing Executive	Marketing Principles
	Applied Marketing
	Planning Campaigns
Level 6 Marketing Manager	Marketing & Digital Strategy

Exemptions are awarded retrospectively and therefore cannot be claimed until the successful completion of the relevant apprenticeship standard.

Remaining modules must be booked and relevant assignments submitted in line with usual practice and deadlines.

The full qualification must be completed within 5 years of the apprenticeship completion date.

If you have any questions, please email Apprenticeships@cim.co.uk