



# **CIM Qualifications Specification**

**Level 6 Qualification Specification:**

**CIM Level 6 Award in Societal Impact**



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# 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.

Over **100** years  
of supporting, developing  
& representing marketers

**12,500+**  
current studying members

**118**  
countries

**18,000+**  
assessments taken every year

# 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

As societal challenges continue to increase, the expectations being placed on business' to act as a catalyst and driver of positive long-term change to support people, planet and profit, intensify and there is a growing need for marketers to broaden their remit to address these. There is a growing emphasis on organisations to fulfil social responsibilities such as more inclusive societies, improved human welfare and regenerative environments as well as meeting consumer needs and delivering against business objectives. This module aims to equip the marketer to explore key concepts of sustainability as a whole (delivering wellbeing for all) and gain a better understanding of the level of change that an organisation needs to achieve and, how marketing needs to align to facilitate and support that change over the long term.

# Qualification Structure

## Qualification Sizes:

Qualification Title	Size
CIM Level 6 Award in Societal Impact	10 Credits (100 TQT) (80 GLH)

# Module Purpose

This module aim to equip candidates with a clear understanding of the changing operating landscape and societal and environmental challenges. Candidates will be able to build a business case for change and develop a sustainable or social marketing strategy using insights and data. Candidates will also be able to put forward key metrics which take into consideration and deliver against both business and societal / environmental goals and objectives, short term and long term. They will also be able to understand how collaboration and partnership strategies will support the organisation, taking into consideration areas such as ED&I, ethics, human welfare and sustainability.

# Module Content

LEARNING OUTCOMES	ASSESSMENT CRITERIA	INDICATIVE CONTENT
<p>1. Understand the changing societal and environmental landscape and its wider concepts, and what that means for business and society.</p>	<p>1.1 Analyse the impacts of a range of societal challenges on an organisation</p>	<ul style="list-style-type: none"> <li>• Analysis of the environmental challenge at a macro-and micro-level</li> <li>• UN Sustainable Development Goals</li> <li>• Having and driving an ethical and responsible agenda</li> <li>• Organisations alongside governments and societies as key drivers for change               <ul style="list-style-type: none"> <li>○ UN Social Development Goals</li> <li>○ Paris Climate Agreement</li> <li>○ Ethical supply chains and partnerships.</li> <li>○ Inclusive and ethical societies</li> <li>○ Decarbonisation targets</li> <li>○ Sustainability reporting</li> <li>○ ED&amp;I reporting</li> <li>○ Regulations and guidelines</li> <li>○ Green Claims Code</li> <li>○ EU Green Deal / Green Claims Directive</li> <li>○ Edelman Trust Barometer</li> <li>○ B-Corp Certification</li> <li>○ Social Impact</li> </ul> </li> </ul>
	<p>1.2 Analyse customer awareness, attitudes and behaviours relating to the social, environmental, and ethical landscape.</p>	<ul style="list-style-type: none"> <li>• Shifts in stakeholder value chain – values, attitudes and behaviours</li> <li>• Changing customer behaviour               <ul style="list-style-type: none"> <li>○ Diversity and equality</li> <li>○ Inclusion and ethics</li> <li>○ Accessibility</li> <li>○ Circular Economy</li> <li>○ Sharing Economy</li> <li>○ Net Zero Economy</li> </ul> </li> </ul>

	<p>1.3 Assess the ability of an organisation to deliver positive societal impact; short term and long term</p>	<ul style="list-style-type: none"> <li>• Market attitudes and behaviours – balancing short term need with long term vision.</li> <li>• Changing investor requirements</li> <li>• Changing employee wants and needs</li> <li>• Stern Value Belief Norm</li> <li>• Mission / vision / purpose statements</li> <li>• Why the organisation exists</li> <li>• Goals and objectives aligned to or linked: <ul style="list-style-type: none"> <li>○ Triple Bottom Line</li> <li>○ 3 – 5 Pillars of Sustainability</li> <li>○ CSR</li> <li>○ ESG</li> </ul> </li> </ul>
<p>Understand how marketing can align and support the business, societal and environmental agendas</p>	<p>2.1 Appraise the organisational actions and activities to drive attitudinal and behavioural change internally</p>	<ul style="list-style-type: none"> <li>• Internal environmental analysis techniques</li> <li>• Internal ED&amp;I analysis techniques</li> <li>• Culture, leadership and management</li> <li>• Cultural Web</li> <li>• Acquisition and retention of talent</li> <li>• Porter’s Five Forces through a responsible lens</li> <li>• McKinsey’s 7s’s identification of barriers to long-term wellbeing for all</li> </ul>
	<p>2.2 Explain the structure of a business case for prioritising societal and environmental change, alongside business objectives.</p>	<ul style="list-style-type: none"> <li>• Long term focus aligned to people, planet and profit <ul style="list-style-type: none"> <li>○ Integration with business strategy</li> <li>○ Risks and benefits</li> <li>○ Stakeholder analysis – needs and engagement</li> <li>○ Resources required</li> <li>○ Financial analysis including budget and ROMI</li> <li>○ Critical success factors</li> <li>○ Gantt chart showing milestones &amp; dependencies</li> <li>○ Accountability &amp; responsibility</li> </ul> </li> </ul>

	<p>2.3 Recommend a stakeholder/partnership strategy based on collaboration or co-creation to deliver change.</p>	<ul style="list-style-type: none"> <li>• Partnerships aligned to organisational values <ul style="list-style-type: none"> <li>○ Capability</li> <li>○ Reputation</li> <li>○ Delivery</li> </ul> </li> <li>• Consider <ul style="list-style-type: none"> <li>○ Opportunities/benefits</li> <li>○ Third party certifications</li> <li>○ Ethical partnerships</li> <li>○ Supply chains</li> <li>○ Human welfare</li> <li>○ Collaboration or Co-creation</li> <li>○ Risk management</li> </ul> </li> <li>• Mendelow Power/Interest Matrix</li> <li>• Consumer/Citizen matrix</li> </ul>
<p>Understand the process of long-term planning to implement societal change and measure results.</p>	<p>3.1 Recommend the stages involved in a long term plan to effect change.</p>	<p>Stages involved in planning for change-</p> <ul style="list-style-type: none"> <li>○ Gathering data and insights</li> <li>○ Setting objectives</li> <li>○ Develop change management plan</li> <li>○ Monitor and measure</li> </ul>
	<p>3.2 Determine objectives and goals which align to the organisational greater purpose and meet the needs customers, society and the environment.</p>	<ul style="list-style-type: none"> <li>• Marketing driving the sustainability agenda <ul style="list-style-type: none"> <li>○ ED&amp;I</li> <li>○ Societal</li> <li>○ Environmental</li> <li>○ Ethical</li> </ul> </li> <li>• Positioning purpose beyond products and services</li> <li>• Attitudes and behaviours</li> <li>• Level of understanding and acceptance within target groups <ul style="list-style-type: none"> <li>○ Economically</li> <li>○ Generationally</li> <li>○ Geographically</li> <li>○ Societally</li> </ul> </li> <li>• Consumer understanding and commitment</li> <li>• Cause marketing</li> <li>• Social marketing</li> </ul>
	<p>3.3 Explain the strategy and tactics required to underpin and take forward a responsible / ethical marketing strategy.</p>	<ul style="list-style-type: none"> <li>• Communication strategy <ul style="list-style-type: none"> <li>○ Nudge theory</li> <li>○ Green Claims/ Green washing</li> </ul> </li> <li>• 7Ps through a responsible lens <ul style="list-style-type: none"> <li>○ Greening marketing activity/channels</li> <li>○ Human welfare</li> </ul> </li> <li>• Implementation to support organisational social and environmental targets</li> </ul>



	<p>3.4 Determine appropriate metrics to track societal and environmental performance with the intention of driving social impact and delivering against business objectives.</p>	<ul style="list-style-type: none"><li>• Link to objectives</li><li>• Community impact</li><li>• Environmental impact</li><li>• Attitudinal change, internal and external</li><li>• Stakeholder engagement</li><li>• Ethical marketing practice metrics</li><li>• Social impact</li><li>• Employee engagement and well-being</li></ul>
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# Credits, Total Qualification Time (TQT), Guided Learning Hours (GLH)

The CIM Level 6 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
	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

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

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing or
- CIM Level 4 Certificate in Professional Digital Marketing.
- Any relevant Level 4 qualification
- An equivalent Level 4 Apprenticeship such as Marketing Executive. CIM will consider other equivalent Marketing apprenticeships.
- An equivalent Level 6 Apprenticeship such as Marketing Manager. CIM will consider other equivalent Marketing apprenticeships.
- Bachelor's or Master's degree, with at least one-third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits with Master's degrees)
- Professional practice (suggested two years of marketing in an operational role) and diagnostic assessment.

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 candidates may require special consideration and reasonable adjustments to the delivery and assessment of qualifications. In the event of this, Centres or candidates should review the Reasonable Adjustments and Special Considerations policy which is available to candidates 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 6 Award

Command word	Interpretation of command word
<p><b>Analyse</b> Examine a topic together with thoughts and judgements about it.</p>	<p>Analyse new and/or abstract data and schools of thought and consider alternative solutions and outcomes independently, using a range of appropriate models, principles and definitions. Compare and analyse alternative models using appropriate rationale and criteria.</p>
<p><b>Appraise</b> Evaluate, judge or assess.</p>	<p>Provide a comprehensive and detailed critique of the subject area demonstrating an in-depth understanding and awareness.</p>
<p><b>Argue</b> Provide reasoned arguments for or against a point and arrive at an appropriate conclusion.</p>	<p>Engage in debate in a professional manner evidencing a comprehensive understanding and application of key principles.</p>
<p><b>Assess</b> Evaluate or judge the importance of something, referring to appropriate schools of thought.</p>	<p>Synthesise and assess new and/or abstract information and data in the context of a broad range of problems, using a range of techniques.</p>
<p><b>Collect</b> Systematically gather a series of items over a period of time.</p>	<p>Systematically gather a series of items over a period of time which demonstrate a critical understanding of the principal theories and concepts of the marketing discipline.</p>
<p><b>Compare and contrast</b> Look for similarities and differences between two or more factors leading to an informed conclusion.</p>	<p>Synthesise and analyse the similarities and differences between two or more contexts.</p>
<p><b>Create</b> Bring something into existence for the first time.</p>	<p>Create a range of products of work relevant to marketing that demonstrate originality and creativity. Use a few skills that are specialised, advanced or at the forefront of marketing.</p>
<p><b>Critically Evaluate</b> As with evaluate but with a critical eye to form a well-informed judgement or conclusion</p>	<p>To assess or judge the value, quality, or significance of something in a thorough, analytical, and discerning manner, taking into account multiple perspectives, evidence, and implications. Examining the strengths and weaknesses, considering alternative viewpoints, and questioning assumptions or biases to arrive at a well-founded and balanced judgment or conclusion</p>
<p><b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.</p>	<p>Define key words and terminology relevant to one or more specialisms some of which is informed by or at the forefront of the marketing discipline.</p>

<b>Demonstrate</b> Explain, using examples.	Explain a broad range of ideas persuasively and with originality, using a wide variety of illustrative examples to underpin findings and exemplify points.
<b>Describe</b> Give a detailed account of something.	Synthesise and analyse new and/or abstract ideas and information and present a clear description and account of the findings.
<b>Determine</b> Use research to check or establish something.	Execute a defined project of research, development or investigation to identify evidence to support a course of action. Make judgements where data/information is limited.
<b>Develop</b> Take forward or build on given information.	Build on detailed knowledge of marketing principles, theories and concepts using originality, creativity and insight. Use a combination of routine and advanced/specialist skills to develop complex ideas.
<b>Discuss</b> Investigate or examine by argument and debate, giving reasons for and against.	Produce detailed and coherent arguments in response to well-defined and abstract problems using relevant marketing language.
<b>Evaluate</b> Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability.	To assess or judge the value, quality, or significance of something based on specific criteria or standards. It involves analysing and considering various factors to form an opinion or make a decision about the subject being evaluated and in the process review its reliability, validity and applicability.
<b>Explain</b> Make plain, interpret and account for, enlighten, give reasons for.	Present complex information evidencing comprehensive knowledge, understanding and application of key principles.
<b>Identify</b> List the main points or characteristics of a given item.	Critically identify elements of complex marketing problems and issues.
<b>Illustrate</b> Give examples to make points clear and explicit.	Apply a wide variety of illustrative examples to underpin findings supported by references to wider reading to make points clear and explicit.
<b>Justify</b> Support recommendations, explanations or arguments, with valid reasons for and against.	Communicate well-structured and coherent arguments relevant to marketing.
<b>Outline</b> Set out main characteristics or general principles, ignoring minor details.	Selectively identify valid and relevant information from a range of sources, making judgements where data/information is limited.
<b>Plan</b> 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 in professional contexts that include a degree of unpredictability. Interpret, use and evaluate numerical/financial data to achieve the end goal.

<b>Present</b> Exhibit something to others.	Make formal presentations about specialised topics to informed audiences that include professional peers, senior colleagues and specialists.
<b>Prioritise</b>	determine the order for dealing with according to their relative importance
<b>Provide</b>	Make available for use; supply
<b>Recommend</b> Put forward proposals, supported by a clear rationale.	Produce reliable and valid conclusions and proposals based on abstract data and situation, appropriately contextualised to a marketing context.
<b>Reflect</b> Think carefully about something; consider something; review something that has happened or has been done.	Review and critically analyse a range of complex issues in order to assess reasons for an item's success or failure and/or to identify improvements that can be made.
<b>State</b> Present in a clear brief form.	Present new and/or abstract data in a clear and concise manner, appropriately contextualised to a marketing context.
<b>Summarise</b> Give a concise account of the key points, omit details and examples.	Summarise abstract information, data and contradictory information in a logical and concise manner.