

# Qualification Specification:

## CIM Level 4 Certificate in Professional Digital Marketing (VRQ)

### About CIM

For over 100 years, CIM has supported, represented and developed marketers, teams, leaders and the profession. We are the world's leading professional marketing body with over 28,000 members worldwide. We believe marketing is the critical factor in driving long term organisational performance. Our mission is to create marketing advantage for the benefit of professionals, business and society.

In a world of increasing competition, transparency and change, finding a valued business advantage has never been as challenging. CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society.

With 120 CIM study centres, in 36 countries, delivering our world-renowned qualifications and over 80 training courses, we're uniquely able to improve marketing capability at an individual and business level.

# Professional Marketing Competencies

The Professional Marketing Competencies focus on three key competency areas: 'Core', 'Technical' and 'Behaviour'. The 'Behaviour' indicators reflect the demand for transferable skills and articulates a level of proficiency rather than seniority.

## Core

The core competencies sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

## Technical

The technical competencies are elective, flexible capabilities which identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

## Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.



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The Professional Marketing Competencies have been instrumental in the development of the CIM Level 4 Certificate in Professional Digital Marketing. The knowledge base, technical and behaviour skills from the Professional Marketing Competencies have been embedded into the qualification design and development to create a 'fit-for-purpose' employer-led qualification. Please see: <https://www.cim.co.uk/media/6762/cim-professional-marketing-competencies.pdf>

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## Background

The CIM Level 4 Certificate in Professional Digital Marketing has been developed following extensive employer-led research across a range of sectors and size of organisation; qualification providers; academics and students.

## The qualification

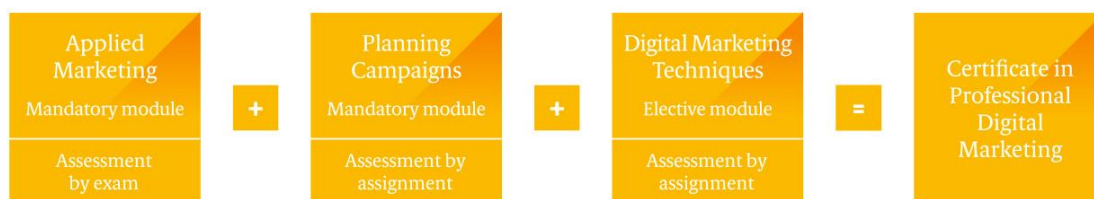
The CIM Level 4 Certificate in Professional Digital Marketing is designed to offer progression from all CIM Level 3 qualifications and also links with the CIM Level 4 Certificate in Professional Marketing.

Successful completion of the CIM Level 4 Certificate in Professional Digital Marketing will equip the student with the knowledge, skills and understanding to support decision making within a digital context at an operational level and carry out an essential and successful professional marketing role within the workplace.

To achieve the CIM Level 4 Certificate in Professional Digital Marketing, a pass in both mandatory modules and specified elective module is required. Currently there is one elective module available, however, the intention is to continue to add more elective modules in response to changing marketplace needs, as required.

The qualification has been structured to reflect the need for a flexible and bite-size approach for today's professional marketer. Each module can be achieved as a distinct, self-contained Award qualification.

The modules currently available at Level 4:



## Who is it for?

The CIM Level 4 Certificate in Professional Digital Marketing is aimed at the aspiring professional digital marketer who wishes to gain knowledge and skills to succeed and progress within a career in marketing.

Typical job titles may include the following: digital marketing executive, digital and social media executive, content marketing executive and display advertising executive.

## Entry requirements

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

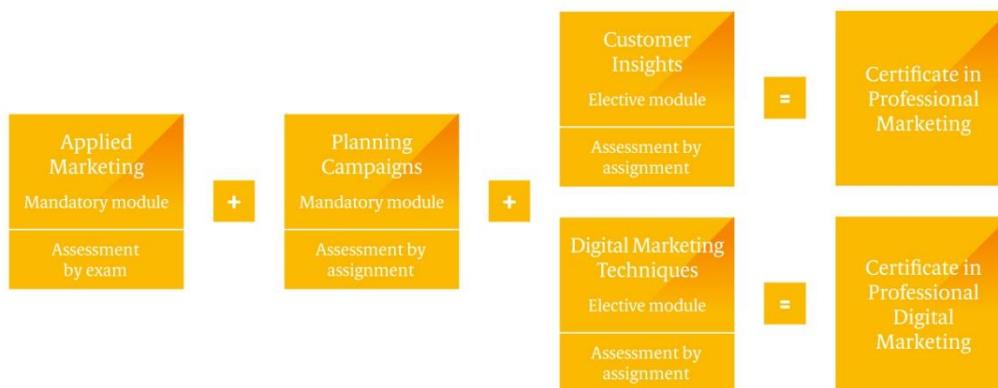
- CIM Level 3 Introductory Certificate in Marketing qualification or CIM Level 3 Foundation Certificate in Marketing or CIM Level 3 Foundation Certificate in Professional Marketing or CIM Level 3 Foundation Certificate in Professional Digital Marketing
- any relevant Level 3 qualification
- any UK Degree or International equivalent
- International Baccalaureate (equivalent to NQF Level 3 and above)
- professional practice (suggested one year in a marketing role) and diagnostic assessment onto Level 4

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 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.

## The Modular Pathway

The Level 4 qualifications are designed with flexibility, with options to complete both a Certificate qualification (three modules) or simply an Award qualification (one module).

The CIM Level 4 Certificate qualifications comprise of the following:



At Level 4, CIM qualifications are the CIM Level 4 Certificate in Professional Marketing and CIM Level 4 Certificate in Professional Digital Marketing. If a module is studied as a standalone module, an individual Award qualification can be achieved.

These will be titled as follows:

<b>Module</b>	<b>Award qualification name</b>
Applied Marketing	CIM Level 4 Award in Applied Marketing (VRQ)
Planning Campaigns	CIM Level 4 Award in Planning Campaigns (VRQ)
Customer Insights	CIM Level 4 Award in Customer Insights (VRQ)
Digital Marketing Techniques	CIM Level 4 Award in Digital Marketing Techniques (VRQ)

## Progression

Successful achievement of the CIM Level 4 Certificate in Professional Digital Marketing (VRQ) or CIM Level 4 Certificate in Professional Marketing (VRQ) will allow progression onto the CIM Level 6 Diploma in Professional Marketing (VRQ) and CIM Level 6 Diploma in Professional Digital Marketing (VRQ) [www.cim.co.uk/qualifications](http://www.cim.co.uk/qualifications)

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

The CIM Level 4 Certificate in Professional Digital Marketing has been calculated as carrying 51 credits, which equates to approximately 510 hours Total Qualification Time (TQT) and 450 hours Guided Learning Hours (GLH). Each of the three modules within the Certificate qualification is worth 17 credits, 170 hours of TQT and 150 hours of 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

## Modes of study

Enrolment at a CIM Accredited Study Centre is required to study a CIM Modular Pathway qualification. The following modes of study are available:

- face to face
- blended
- online
- revision support

Please visit <https://www.cim.co.uk/study-centres> for more information on which centres offer CIM qualifications and mode of study.

## How it is assessed

A variety of assessment methodologies are used for the CIM Level 4 Certificate in Professional Digital Marketing. Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs. In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

**Applied Marketing** – external assessment: an online examination comprising multiple-choice questions.

**Planning Campaigns** – external assessment: an assignment based on a theme and an organisation of choice.

**Digital Marketing Techniques** – external assessment: an assignment based on a theme and an organisation of choice.

## How the assessments are delivered and when

There are three assessment sessions per year. These will take place in December, March/April, and June/July.

Marketing will be assessed by an online multiple-choice question examination. Examinations will be conducted online under controlled, invigilated conditions.

Planning Campaigns and Digital Marketing Techniques will be assessed by assignment. Assignment briefs will be available for Accredited Study Centres to view six months in advance of the assessment session to which it relates.

## How it is graded

Grading will be applied to each module as well as to the overall qualification.

Distinction	(D)	70-100
Merit	(M)	60-69
Pass	(P)	50-59
Fail	(F)	0-49

The percentage mark along with the corresponding grade will be issued for each module. To achieve the total qualification each individual module mark needs to be 50 marks or above.

The calculation of the overall qualification grade will be carried out based on an aggregate score of 3 modules out of 300. The following table outlines the marks required to secure the overall grade. The qualification certificate will contain the overall grade only (no percentage mark).

Grades acknowledged on overall certificate	Total marks required across three modules
Distinction	210 and above
Merit	Between 180 and 209
Pass	Between 150 and 179

## When are results issued/ratified?

Results will be issued/ratified within 10 weeks of assessment sitting/submission. Results are made available to learners via e-mail and online via the MyCIM portal. Certificates will be issued for each module achieved and upon completion of the qualification.

## Module specifications

CIM has produced individual module specifications for each of the Level 4 modules. These specifications detail the requirements of the module and include the module content. The module content covers:

**Level** – this positions the level of the module within the Regulated Qualifications Framework (RQF).

**Credit value** – 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.

**Total Qualification Time** – this is the average amount of time it will take to complete the module. This includes guided learning hours, practical and work-based learning, assessment preparation time and assessment time.

**Purpose statement** – gives a summary of the purpose of the module.

**Assessment** – gives the assessment methodology for the module.

**Weighting** – outlines the weighting for each of the module learning outcomes.

**Overarching learning outcome** – the learning outcomes of the module sets out what a learner will know, understand or be able to do as a result of successfully completing the module.

**Assessment criteria** – specify the standard required to achieve each of the learning outcomes.

**Indicative content** – provides guidance on what is required to achieve the assessment criteria and related learning outcomes, however it is not intended to be an exhaustive list.



## What we mean by command words

Command words are used in every question/task/sub-task and are designed to inform the approach to the assessment. The list of command words below enables a clear indication of what is required at Level 4.

### Level 4 – Command words

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

<p><b>Determine</b> Use research to check or establish something</p>	Use routine professional skills, techniques, practices and/or materials relevant to marketing to identify evidence to support a course of action
<p><b>Discuss</b> Investigate or examine by argument and debate, giving reasons for and against</p>	Examine closely taking account of strengths and weaknesses in an argument, offer reasons for and against
<p><b>Evaluate</b> Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability</p>	Make an appraisal of the worth, effectiveness or usefulness of something
<p><b>Explain</b> Make plain, interpret and account for, enlighten, give reasons for</p>	Give a detailed response (definition and explanation) as to how/why something may benefit or present a barrier
<p><b>Identify</b> List the main points or characteristics of a given item</p>	Can give the name and identifying characteristics; usually used in conjunction with other command words such as identify and explain
<p><b>Illustrate</b> Give examples to make points clear and explicit</p>	Use a wide variety of examples to underpin the concepts you use
<p><b>Justify</b> Support recommendations, explanations or arguments, with valid reasons for and against</p>	Explain why/give reasons to support your statements
<p><b>Outline</b> Set out main characteristics or general principles, ignoring minor details</p>	State the main characteristics and key points from a range of sources
<p><b>Plan</b> Put forward a proposal for a course of action, usually to achieve a goal</p>	Produce a structured proposal for planned stages to achieve a goal
<p><b>Present</b> Exhibit something to others</p>	Present arguments, information or ideas, which are routine to marketing, to others. Convey complex ideas in a well-structured and coherent form.
<p><b>Recommend</b> Put forward proposals, supported by a clear rationale</p>	Make a judgement and give some support and reason for your recommendations
<p><b>Reflect</b> Think carefully about something, consider something, review something that has happened or has been done</p>	Review and/or think carefully about something in order to assess reasons for its success or failure or identify improvements that can be made
<p><b>State</b> Present in a clear brief form</p>	Present new and/or abstract data and information in a clear and concise manner
<p><b>Summarise</b> Give a concise account of the key points, omit details and examples</p>	Summarise information and arrange in a logical manner

Please refer to the individual module specifications for detailed and specific information on each module.

For further information about all CIM qualifications please visit [www.cim.co.uk](http://www.cim.co.uk).



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