

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

20 October 2023

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:

| Standard | Module exemptions | Additional modules required for full qualification | Qualification achieved | Comments |
|------------------------------------|---|---|--|--|
| Level 3 Marketing Assistant | Marketing Principles | Digital Fundamentals (E) | Foundation Certificate in Professional Digital Marketing | Please note that if both Digital Fundamentals and Communications in Practice are passed two Foundation Certificate qualifications are achieved. |
| | Marketing Principles | Communications in Practice (E) | Foundation Certificate in Professional Marketing | |
| Level 4 Marketing Executive | Applied Marketing Planning Campaigns | Digital Marketing Techniques (E) | Certificate in Professional Digital Marketing | Please note that if both Digital Marketing Techniques and Customer Insights are passed two Certificate qualifications are achieved. |
| | Applied Marketing Planning Campaigns | Customer Insights (E) | Certificate in Professional Marketing | |
| Level 6 Marketing Manager | Marketing & Digital Strategy | Innovation in Marketing (M)* Managing Brands (E) Resource Management (E) Digital Customer Experience (E) | Diploma in Professional Marketing | If the mandatory module (M) and ONE elective module (E) are passed one Diploma qualification is awarded . If the elective selected is Digital Customer Experience, two Diploma qualifications can be achieved if both Digital |

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| | | | | Optimisation and Innovation in Marketing are passed. |
| | Marketing & Digital Strategy | Digital Optimisation (M)* Digital Customer Experience (M)* | Diploma in Professional Digital Marketing | If Digital Optimisation and Digital Customer Experience plus Innovation in Marketing are passed then two Diploma qualifications are achieved. |
| | Marketing & Digital Strategy | Innovation in Marketing (M)* Sustainability (M)* | Diploma in Sustainable Marketing | |

*(M) Mandatory Module

(E) Elective modules

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