

CIM

# CIM Qualifications Specification

Level 6 Qualification Specification:

CIM Level 6 Award in Commercial Intelligence



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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

This module will allow candidates to emerge equipped with a deeper comprehension of the commercial environment in which marketing exists, building confidence of working with key metrics, financial, resource and marketing based, to unlock insights, build strategic budgets, optimise marketing performance and deliver return on marketing investment (ROMI). Understanding how to interpret and apply the data to support strategic decisions around resource allocation to deliver commercial effectiveness and efficiency is critical in today's competitive organisational landscape.

# Qualification Structure

## Qualification Sizes:

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

# Module Purpose

This module focuses on three key areas to understand how to apply and interpret financial and marketing data to deliver strategic marketing success. The module covers the strategic steps in analysing marketing data to create robust budgets, prioritise expenditure and translate insights to achieve marketing objectives. Candidates will understand how to manage marketing budgets and forecast for ROMI optimisation within the organisational context and identify where change may be required.

# Module Content

LEARNING OUTCOMES	ASSESSMENT CRITERIA	INDICATIVE CONTENT
<p>1. Understand the metrics used to measure marketing performance.</p>	<p>1.1 Determine financial metrics to understand marketing's contribution to an organisation's commercial performance.</p>	<ul style="list-style-type: none"> <li>• Understand the key financial terms               <ul style="list-style-type: none"> <li>○ Revenue</li> <li>○ Profit</li> <li>○ Margin</li> <li>○ ROMI/ROI</li> <li>○ Conversion rate</li> <li>○ Break-even point</li> </ul> </li> <li>• Customer Acquisition Cost</li> <li>• Customer Lifetime Value</li> <li>• Cost of a lead Conversion rate</li> <li>• Customer attrition rate</li> <li>• Cost/volume/profit</li> <li>• Cost benefit analysis</li> <li>• Customer attrition rate</li> <li>• Marketing contribution</li> </ul>
	<p>1.2 Explain marketing performance using metrics to uncover insights.</p>	<ul style="list-style-type: none"> <li>• Product portfolio (e.g. sales, product performance, etc.)</li> <li>• Year-on-year trends</li> <li>• Share of voice</li> <li>• Market share</li> <li>• Social analytics</li> <li>• Web analytics</li> <li>• Competitor analysis</li> <li>• Customer conversion</li> <li>• Retention</li> <li>• Acquisition</li> </ul>

	<p>1.3 Interpret data to uncover customer behaviour across segments.</p>	<ul style="list-style-type: none"> <li>• Customer Perception/Feedback</li> <li>• Digital analytics</li> <li>• Correlation of data to <ul style="list-style-type: none"> <li>○ Understand the relationships in bi-variant marketing data</li> <li>○ Inform budget decisions</li> <li>○ Create marketing plans</li> </ul> </li> <li>• Insights from <ul style="list-style-type: none"> <li>○ Improve market intelligence</li> <li>○ Inform NPD,</li> <li>○ Predict and anticipate trends</li> <li>○ Improve and measure</li> <li>○ Customer Life Time Value</li> </ul> </li> <li>• Different testing methodologies <ul style="list-style-type: none"> <li>○ To improve performance and review spend</li> <li>○ A/B testing</li> <li>○ Multi-variant testing</li> <li>○ Marketing attribution</li> </ul> </li> </ul>
<p>2. Understand how to manage marketing resources to meet marketing objectives.</p>	<p>2.1 Analyse data and relevant insights to support efficient use of resources.</p>	<ul style="list-style-type: none"> <li>• 5 Ms – men, money, materials, minutes, measurements</li> <li>• MarTech</li> <li>• Meaningful patterns and trends in data</li> <li>• Use of data to provide <ul style="list-style-type: none"> <li>○ Alternative perspectives on business performance</li> <li>○ Channel selection</li> <li>○ NPD</li> </ul> </li> <li>• Data-led insight across <ul style="list-style-type: none"> <li>○ acquisition</li> <li>○ retention</li> <li>○ engagement</li> </ul> </li> <li>• Leverage data for <ul style="list-style-type: none"> <li>○ Customer engagement</li> <li>○ Business growth strategies</li> <li>○ Key metrics - LTV, CAC, NPS, ROI</li> </ul> </li> </ul>

	<p>2.2 Assess the management of resources required to deliver the marketing objectives.</p>	<ul style="list-style-type: none"> <li>• Financial feasibility of potential marketing plans</li> <li>• Resource audit – effectiveness and efficiency</li> <li>• Set measurable objectives</li> <li>• Prioritise activities</li> <li>• Allocate resources and monitor use for continuous improvement</li> <li>• Communicate with and train team</li> <li>• Adapt plans to maximise use of resource</li> <li>• Collaborate</li> <li>• Base continuous improvement activities on feedback</li> </ul>
<p>3. Understand how forecasting and financial techniques support the marketing budget.</p>	<p>3.1 Explain budgets based on financial metrics.</p>	<ul style="list-style-type: none"> <li>• Awareness of financial metrics <ul style="list-style-type: none"> <li>○ Aligned to objectives</li> <li>○ Track expenditures against budgets</li> <li>○ Maximise profit</li> <li>○ Track and improve ROMI</li> </ul> </li> <li>• Budgeting methods- <ul style="list-style-type: none"> <li>○ Zero-based</li> <li>○ Activity based</li> <li>○ Flexible</li> <li>○ Priority based</li> <li>○ Incremental</li> <li>○ Bottom-up/top-down</li> </ul> </li> </ul>
	<p>3.2 Recommend forecasting techniques to inform and manage future budget.</p>	<ul style="list-style-type: none"> <li>• Forecast spend using- <ul style="list-style-type: none"> <li>○ Predictive modelling (eg. Time series analysis, exponential smoothing, moving averages, etc)</li> <li>○ Regression analytics</li> <li>○ Descriptive, predictive and prescriptive methods</li> </ul> </li> <li>• Manage budget through variance analysis</li> <li>• Review requirement for change</li> </ul>



	<p>3.3 Prioritise marketing expenditure to deliver marketing objectives.</p>	<ul style="list-style-type: none"> <li>• Business case – <ul style="list-style-type: none"> <li>○ Support of business strategy and objectives</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 allocation to activities</li> <li>○ Accountability &amp; responsibility</li> </ul> </li>   <li>• Sales data and marketing data - <ul style="list-style-type: none"> <li>○ To measure the performance of marketing through the customer journey</li> <li>○ To identify the stages in the sales cycle from acquisition to business won</li> <li>○ To deliver ROMI across channels Apply marketing attribution techniques</li> <li>○ Performance and insights for ROMI optimisation</li> <li>○ Prioritising spend across channels</li> </ul> </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
Commercial Intelligence	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, Study 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>

<b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.	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.
<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.
Prioritise	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.