



CIM Qualifications Specification

Level 3 Qualification Specification:

CIM Level 3 Award in Marketing Essentials



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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 provides an understanding of the key concepts and terminology used in marketing. On completion of the module, candidates will have a knowledge and understanding of the purpose and function of marketing within organisations and how customers behave. They will also be able to identify key components of the marketing environment and candidates will be able to outline the concepts and elements which make up the marketing mix and understand how these can be applied.

Qualification Structure

Qualification Size:

Qualification Title	Size
CIM Level 3 Award in Marketing Essentials	12 Credits (120 TQT) (100 GLH)

Module Purpose

The purpose of this module is to provide learners with an understanding of the essential principles of marketing, and the critical role it plays in organisational success. Through a focus of marketing audits and analysis of the marketing mix, learners will develop the skills and knowledge necessary to formulate effective marketing strategies that can drive organizational effectiveness and success.

Module Content

Learning Outcomes	Assessment Criteria	Indicative Content
LO1 Understand the purpose and function of marketing within organisations	1.1 Define what is meant by marketing	<ul style="list-style-type: none"> • Marketing as a management process • Identifying, anticipating and satisfying customer requirements • Exchanges between organisations, customers and suppliers • Making customer satisfaction an organisation-wide objective
	1.2 Explore the importance of the marketing function	<ul style="list-style-type: none"> • Links between the organisation and the customer • Links between marketing and other functions • Managing internal and external customers (i.e. needs and wants) • Development and delivery of communication activity • Providing support to customers • Providing support to the supply chain • Understanding the importance of internal customers
	1.3 Identify how marketing supports customer satisfaction	<ul style="list-style-type: none"> • Identifying customer needs and wants • Managing customer expectations • Determining customer value • Relationship marketing • Customer retention • Advocacy and word of mouth
LO2 Understand the elements of a marketing audit	2.1 Describe the key components of the Marketing Environment	<ul style="list-style-type: none"> • Macro-environment – <ul style="list-style-type: none"> ○ Political ○ Economic ○ Socio-cultural ○ Technological ○ Environmental ○ Legal • Micro-environment – <ul style="list-style-type: none"> ○ Customer ○ Competitor ○ Suppliers ○ Intermediaries ○ Other stakeholders • Internal environment – <ul style="list-style-type: none"> ○ Resources ○ Competencies ○ Vision, mission and values

	<p>2.2 Outline the customer buying process</p>	<ul style="list-style-type: none"> • The process: <ul style="list-style-type: none"> ○ Need recognition ○ Information search ○ Evaluation of alternatives ○ Purchase decision (buying) ○ Post-purchase evaluation/ repeat purchase • How the process works in different buying scenarios: <ul style="list-style-type: none"> ○ impulse purchases ○ high-value purchases ○ services_ ○ <u>B2B</u> • Customer needs/wants: <ul style="list-style-type: none"> ○ Functional benefits ○ Emotional benefits ○ Physiological needs ○ Luxury (hedonic) or necessity (utilitarian)
<p>LO3 Understand the concept and application of the marketing mix</p>	<p>3.1 Explain the elements of the marketing mix</p>	<ul style="list-style-type: none"> • Marketing Mix (4p's and 7's) <ul style="list-style-type: none"> ○ Product – demand, value ○ Pricing – cost plus, skimming, penetration, dynamic, demand-led ○ Place – channels (online and offline) and distribution ○ Promotion – marketing communications mix ○ Process – supporting the customer (e.g. accessibility, technology, etc.) ○ People/ technology – delivering customer experience ○ Physical evidence – tangible cues • Integration of the marketing mix <ul style="list-style-type: none"> ○ Brand positioning ○ Competitive advantage ○ Online and offline customer journeys
	<p>3.2 Recommend how the marketing mix can be applied to organisations operating in different contexts</p>	<ul style="list-style-type: none"> • Fast Moving Consumer Goods • Not for Profit • Luxury goods • B2B • Services • B2C • Impact of digital technology on the mix • The need for a sustainable and responsible marketing mix

	<p>3.3 Explain the purpose and methods of marketing measurement</p>	<ul style="list-style-type: none">• Setting goals and objectives• Benefits of measuring marketing performance<ul style="list-style-type: none">○ Accountability○ Transparency○ Return on investment○ Informing future activities• Key performance indicators• Scheduling performance monitoring• Key metrics<ul style="list-style-type: none">○ Actionable metrics○ Vanity metrics
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Credits, Total Qualification Time (TQT), Guided Learning Hours (GLH)

The CIM Level 3 Award has been calculated as carrying 12 credits, which equates to approximately 120 hours of Total Qualification Time (TQT) and 100 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
Marketing Essentials	Onscreen Multiple-Choice Test 50 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

It is not necessary to have any previous experience or knowledge of marketing to study CIM Level 3 Award in Marketing Essentials.

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

For 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, our 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 3 Award in Marketing Essentials

Command word	Interpretation of command word
Analyse	Separate information into components and identify their characteristics
Apply	Put into effect in a recognised way
Argue	Present a reasoned case
Assess	Make an informed judgement
Calculate	Work out the value of something
Comment	Present an informed opinion
Compare	Identify similarities
Complete	Finish a task by adding to given information
Consider	Review and respond to given information
Contrast	Identify differences
Criticise	Assess worth against explicit expectations
Debate	Present different perspectives on an issue
Deduce	Draw conclusions from information provided
Define	Specify meaning
Describe	Set out characteristics
Develop	Take forward or build upon given information
Discuss	Present key points
Estimate	Assign an approximate value
Evaluate	Judge from available evidence
Examine	Investigate closely
Explain	Set out purposes or reasons
Explore	Investigate without preconceptions about the outcome
Give	Produce an answer from recall
Identify	Name or otherwise characterise
Illustrate	Present clarifying examples
Interpret	Translate information into recognisable form
Justify	Support a case with evidence
Outline	Set out main characteristics
Prioritise	determine the order for dealing with according to their relative importance
Prove	Demonstrate validity on the basis of evidence
Provide	Make available for use; supply
Recommend	Put forward proposals, supported by a clear rationale
Review	Survey information
Relate	Demonstrate connections between items
State	Express in clear terms
Suggest	Present a possible case
Summarise	Present principal points without detail