

CIM

CIM Qualifications Specification

Level 4 Qualification Specification:

CIM Level 4 Award in Planning Integrated Campaigns



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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

In the rapidly changing landscape of marketing, it is important for marketers to understand how marketing campaigns support organisations to interact with their customers. In this module candidates will gain an understanding of how content plays a crucial role in the customer lifecycle and how audiences interact with both digital and traditional media channels. Candidates will understand how to create integrated marketing campaigns across various channels, online and offline, and how to measure their effectiveness.

Qualification Structure

Qualification Sizes:

Qualification Title	Size
CIM Level 4 Award in Planning Integrated Campaigns	10 Credits (100 TQT) (80 GLH)

Module Purpose

This module covers how an organisation develops integrated campaigns from a content and behavioural aspects to ensure the development of customer centric communications and how they can be measured. Candidates will understand how organisations can apply ever-evolving marketing techniques to gain competitive advantage and deliver long-term customer-centricity. This module covers three key outcomes, the first relates to how the organisation interacts with customers, the second is about understanding how customers engage with media and content, and the third focuses on customer-centric integrated campaign plans.

Module Content

LEARNING OUTCOME	ASSESSMENT CRITERIA	INDICATIVE CONTENT
1. Understand how the organisation interacts with customers.	1.1 Assess the scope of marketing communications campaigns.	<ul style="list-style-type: none"> • Revenue generation models (including, but not limited to, e-commerce, lead generation, affiliates, brick-and-mortar stores) • Activities to increase brand awareness, customer acquisition, conversion and retention • Website and app development • Political/legal, economic, social and technological impacts on marketing application • Data protection and security concerns (data protection and e-privacy Directive) • Environmental, sustainable, and ethical marketing practises
	1.2 Assess innovation in digital marketing techniques.	<ul style="list-style-type: none"> • New and emerging technologies (including, but not limited to) <ul style="list-style-type: none"> ○ Generative AI, ○ Machine-learning, ○ Automation, ○ Data analytics, ○ Augmented & virtual reality • Use of social media platforms and new content formats • Algorithm updates of search engines • Content creation and curation.
2. Understand customer engagement with media and content.	2.1 Describe customer behaviour and interaction with digital and offline media.	<ul style="list-style-type: none"> • Customer segmentation • Persona development • Customer lifecycle • Journey mapping and digital touchpoints • Diffusion of innovation theory • Importance of user and customer experience • Integration of offline & online
	2.2 Illustrate the importance of 'content' throughout the customer lifecycle.	<ul style="list-style-type: none"> • Content development process • Content marketing concepts (e.g. including but not limited to repurposing content, hub and spoke)

		<ul style="list-style-type: none"> • Messaging framework and tone of voice • Content formats (display ads, blogs, newsletters, webinars, social media posts, offline media) • Integration of online & offline content formats • Personalisation and customisation
3. Understand how to develop a customer-centric and integrated campaign plan.	3.1 Recommend elements of the integrated communications campaign plan.	<ul style="list-style-type: none"> • Marketing communications planning models & frameworks • Situation analysis • Objective setting (SMART) • Segmentation, targeting and positioning (STP) • Integrated communications channels • Integrated communications mix • Implementation and project management • Resource and agency management • Campaign budgeting methods
	3.2 Assess relevant communication channels to engage a target audience.	<ul style="list-style-type: none"> • Digital marketing channels (including, but not limited to) <ul style="list-style-type: none"> ○ Search engine marketing and optimisation ○ Social influence ○ Community marketing ○ Website ○ Email ○ Automation • Traditional communications channels <ul style="list-style-type: none"> ○ Broadcast <ul style="list-style-type: none"> - TV - Radio - Cinema ○ Print <ul style="list-style-type: none"> - Newsbrands - Magazines ○ Out of Home ○ In-store • Integrated multichannel marketing across <ul style="list-style-type: none"> ○ Paid ○ Earned ○ Owned media

	<p>3.3 Assess success in applying marketing measurement techniques.</p>	<ul style="list-style-type: none"> • Conversion optimisation and testing (hypothesis testing, A/B and multivariate testing, etc) • Data collection, analytics and customer insights • Analysis of metrics (including, but not limited to: ROI, ROMI, profitability, brand awareness metrics, share of voice, customer retention, customer lifetime value) • Importance of reporting and dashboard creation for stakeholders

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

The CIM Level 4 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
Planning Integrated Campaigns	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

You'll need to have a minimum of one year's experience in the industry or a relevant Level 3 qualification to study the CIM Level 4 Award. Alternatively, an equivalent Level 3 Apprenticeship such as the Multi-channel Marketer or Marketing Assistant would also be accepted. CIM will consider other equivalent Marketing Apprenticeships.

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 4 Award

Command word	Interpretation of command word
Analyse 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.
Appraise Evaluate, judge or assess.	Can provide a detailed account of the subject area including key theories and models.
Argue 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.
Assess 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
Collect 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
Compare and contrast 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
Create Bring something into existence for the first time	Create a range of documents relevant to marketing using a range of communication methods and approaches
Define Write the precise meaning of a word or phrase. Quote a source if possible.	Define key words and terminology relevant to marketing
Describe Give a detailed account of something	Provide a thorough description of some non-routine ideas and information and present a clear description and account of the findings
Develop Take forward or build on given information	Build on given information using a range of information and ideas
Demonstrate Explain, using examples.	Clearly explain a range of ideas, using illustrative examples to underpin concepts used.
Determine Use research to check or establish something.	Use routine professional skills, techniques, practices and/or materials relevant to marketing to identify evidence to support a course of action.
Discuss Investigate or examine by argument and debate, giving reasons for and against.	Examine closely taking account of strengths and weaknesses in an argument, offer reasons for and against.

Evaluate Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability.	Make an appraisal of the worth, effectiveness or usefulness of something.
Explain Make plain, interpret and account for, enlighten, give reasons for.	Give a detailed response (definition and explanation) as to how/why something may benefit or present a barrier.
Identify List the main points or characteristics of a given item.	Can give the name and identifying characteristics; usually used in conjunction with other command words such as identify and explain.
Illustrate Give examples to make points clear and explicit.	Use a wide variety of examples to underpin the concepts you use.
Justify Support recommendations, explanations or arguments, with valid reasons for and against.	Explain why/give reasons to support your statements.
Outline Set out main characteristics or general principles, ignoring minor details.	State the main characteristics and key points from a range of sources.
Plan 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.
Present Exhibit something to others.	Present arguments, information or ideas, which are routine to marketing, to others. Convey complex ideas in a well-structured and coherent form.
Prioritise	determine the order for dealing with according to their relative importance
Provide	Make available for use; supply
Recommend Put forward proposals, supported by a clear rationale.	Make a judgement and give some support and reason for your recommendations.
Reflect Think carefully about something, consider something, review something that has happened or has been done.	Review and/or think carefully about something in order to assess reasons for its success or failure or identify improvements that can be made.
State Present in a clear brief form.	Present new and/or abstract data and information in a clear and concise manner.
Summarise Give a concise account of the key points, omit details and examples.	Summarise information and arrange in a logical manner.

