



CIM

The Chartered  
Institute of Marketing

## Exemptions relating to Level 3 (Marketing Assistant and Multi-Channel Marketer), Level 4 (Marketing Executive) and Level 6 (Marketing Manager) Apprenticeship Standards

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:

### Module exemptions for New CIM Qualifications from 2024

Standard	Module Exemptions
<b>Level 3 Marketing Assistant (MA)</b>	Marketing Essentials (Level 3)*
<b>Level 3 Multi-Channel Marketer (MCM)</b>	Marketing Essentials (Level 3)*
<b>Level 4 Marketing Executive (ME)</b>	Marketing Essentials (Level 3)*
	Marketing Impact (Level 4)**
	Planning Integrated Campaigns (Level 4)**
<b>Level 6 Marketing Manager (MM)</b>	Strategy & Planning (Level 6)***

\* The Marketing Essentials module is exempted for MA, MCM and ME apprentices who wish to study for the Level 3 Foundation Certificate in Professional & Digital Marketing.

\*\* The Marketing Impact and Planning Integrated Campaigns modules are exempted for ME apprentices who wish to study for the Level 4 Certificate in Professional & Digital Marketing.

\*\*\* The Strategy & Planning module is exempted for MM apprentices who wish to study for the Level 6 Diploma in Professional & Digital Marketing.

For details of CIM qualifications, please visit [Professional Marketing and Digital Marketing Qualifications | CIM](#)

## Module exemptions for CIM Qualifications from 2019

Standard	Module exemptions
<b>Level 3 Marketing Assistant (MA)</b>	Marketing Principles (Level 3)*
<b>Level 3 Multi-Channel Marketer (MCM)</b>	Marketing Principles (Level 3)*
<b>Level 4 Marketing Executive (ME)</b>	Marketing Principles (Level 3)*
	Applied Marketing (Level 4)**
	Planning Campaigns (Level 4)**
<b>Level 6 Marketing Manager (MM)</b>	Marketing & Digital Strategy (Level 6)***

\* The Marketing Principles module is exempted for MA, MCM and ME apprentices who wish to study for the Level 3 Foundation Certificate in Professional Marketing or Level 3 Foundation Certificate in Professional Digital Marketing.

\*\* The Applied Marketing and Planning Campaigns modules are exempted for ME apprentices who wish to study for the Level 4 Certificate in Professional Marketing or Level 4 Certificate in Professional Digital Marketing.

\*\*\* The Marketing & Digital Marketing module is exempted for MM apprentices who wish to study for the Level 6 Diploma in Professional Marketing, Level 6 Diploma in Professional Digital Marketing or Diploma in Sustainable Marketing.

For details of CIM 2019 qualifications, please visit [Professional Marketing and Digital Marketing Qualifications | CIM](#)

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](mailto:Apprenticeships@cim.co.uk)