



# **CIM Qualifications Specification**

## **Level 4 Qualification Specification:**

**CIM Level 4 Certificate in Professional & Digital Marketing**

**CIM Level 4 Extended Certificate in Professional & Digital Marketing**



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# About CIM

For over 100 years, CIM has been the universal voice of marketing, championing our industry and its positive impact on organisations, economies and the wider society.

Today, we play a more significant role than ever in supporting, developing and representing our members and the profession around the world. Always on top of the latest developments, we offer inspiring insights and thought leadership to generate transformative discussions and ideas.

On an individual level, marketers at every stage of their career find us a trusted and people-centred provider of clear guidance, training and professional qualifications – especially on their path to Chartered Marketer status. If it carries a CIM stamp, it's taken seriously, proof of the essential skills that boost long-term success for any business.

We're at the forefront of all that's exciting about marketing. Our services build careers and boost businesses. We continue to speak out for our industry, working alongside like-minded organisations to bring on the latest generations of talent and set professional standards for the entire marketing ecosystem.

We proudly operate as an Ofqual-regulated institution, with our qualifications accredited by the European Marketing Confederation. With more than 12,500 active studying members in 118 countries, we conduct over 18,000 assessments annually. Our qualifications are delivered through a global network of Accredited Study Centres, offering flexible learning options tailored to suite diverse lifestyles – from modular awards to comprehensive qualifications. Each module is meticulously crafted based on our distinct CIM Global Professional Marketing Competency Framework, designed to equip marketers with the skills demanded at every stage of their careers.

# 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

# Qualification Purpose

The CIM Level 4 Certificate and Extended Certificate in Professional & Digital Marketing have been developed following extensive employer-led research across a range of sectors and sizes of organisations, qualification providers, academics and students.

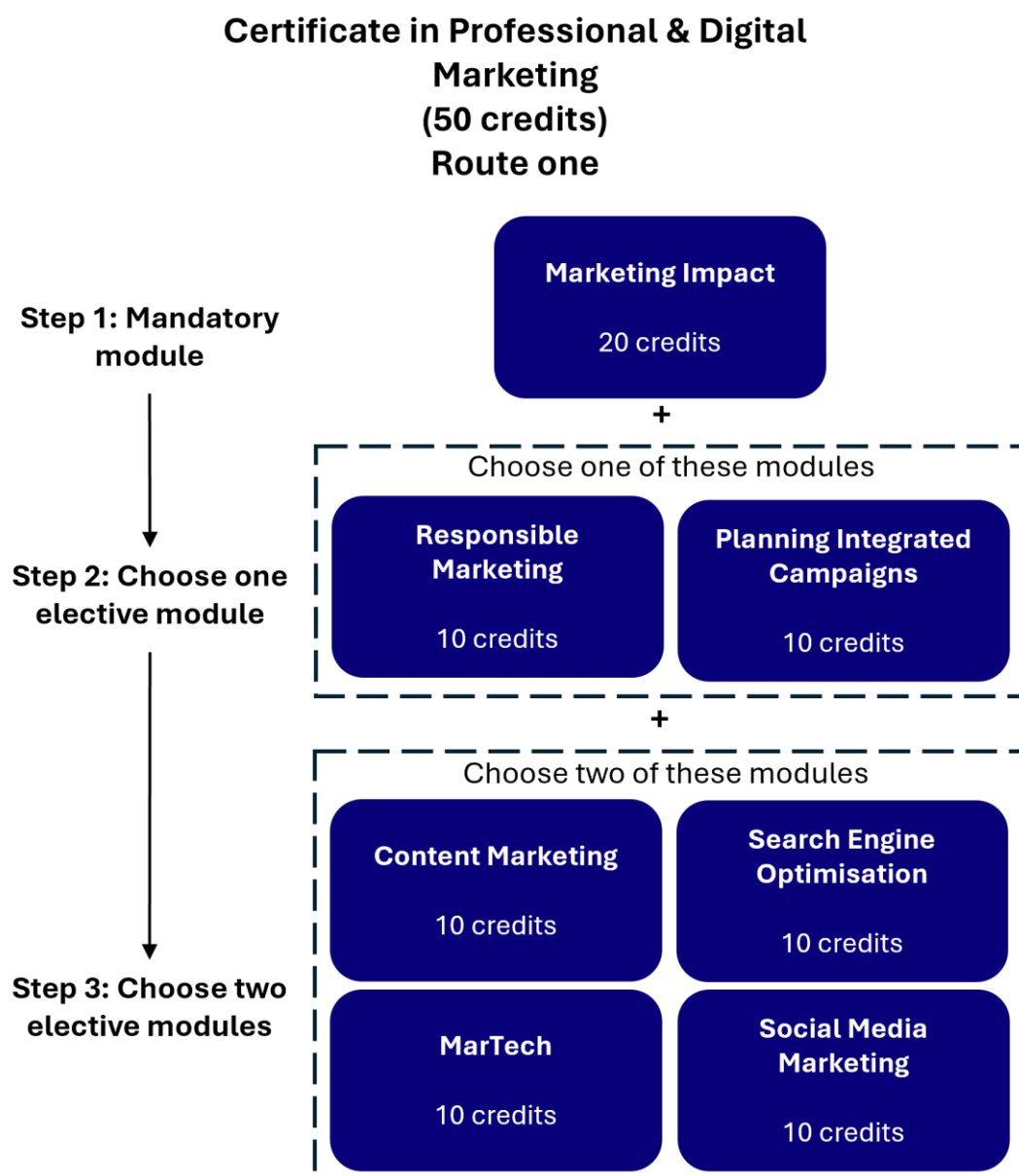
The Level 4 CIM Certificate and Extended Certificate in Professional & Digital Marketing is designed to offer progression to all Level 6 CIM qualifications. Successful completion of the Level 4 CIM qualifications will establish the knowledge, skills and understanding to be able to perform within the position of a 'Marketing Executive' and to carry out an essential and successful professional marketing role within the workplace.

# Qualification Structure

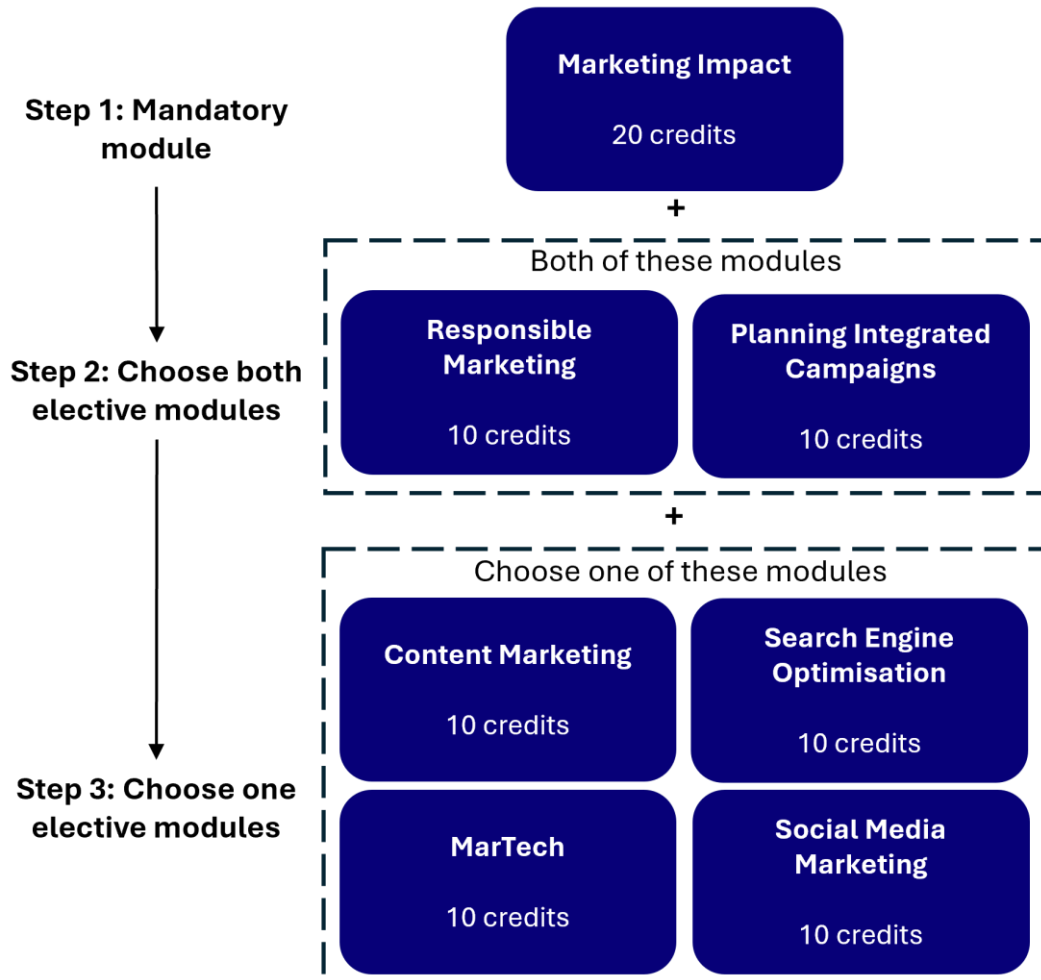
## Qualification Sizes:

Qualification Title	Size
CIM Level 4 Certificate in Professional & Digital Marketing	50 Credits (500 TQT) (400 GLH)
CIM Level 4 Extended Certificate in Professional & Digital Marketing	60 Credits (600 TQT) (480 GLH)

## Qualification combinations:



**Certificate in Professional & Digital  
Marketing  
(50 credits)  
Route Two**

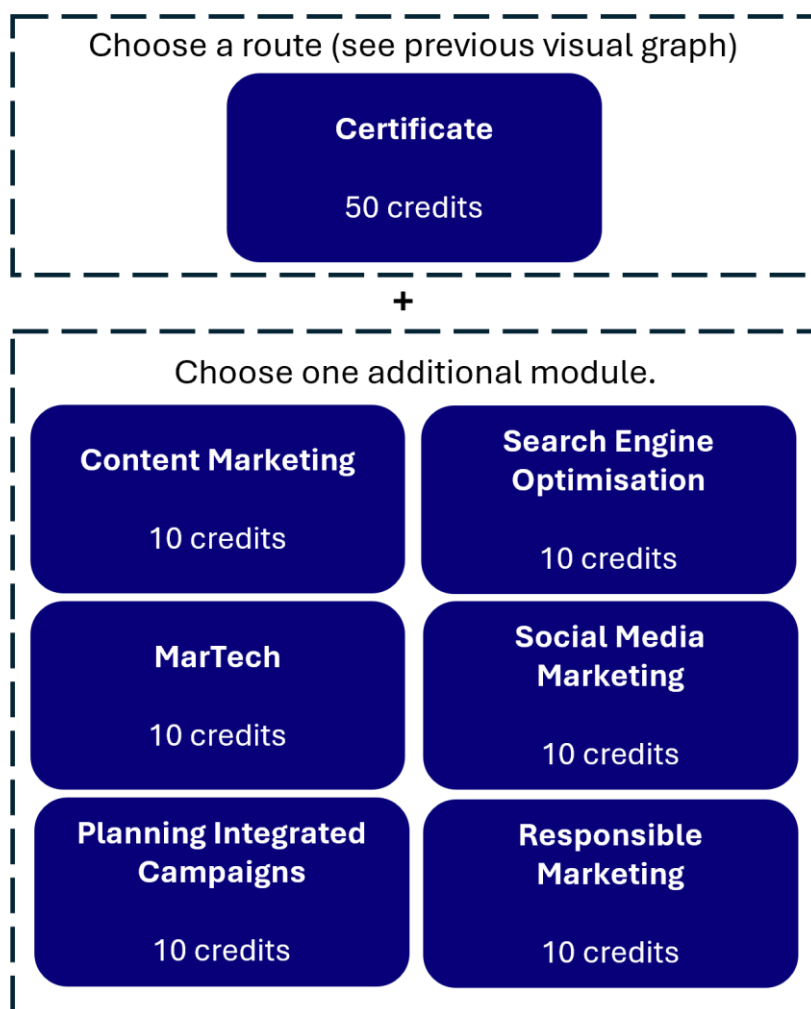


## Extended Certificate in Professional & Digital Marketing (60 credits)

**Step 1: Choose one route worth 50 credits.**



**Step 2: Choose one additional module which you haven't completed yet.**



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

The CIM Level 4 Certificate in Professional & Digital Marketing has been calculated as carrying 50 credits, which equates to approximately 500 hours of Total Qualification Time (TQT) and 400 Guided Learning Hours



(GLH). Each of the 4 modules within the Certificate qualification is worth either 20 credits, 200 hours of TQT and 160 hours of GLH or 10 credits, 100 hours TQT and 80 hours of GLH.

The CIM Level 4 Extended Certificate in Professional & Digital Marketing has been calculated as carrying 60 credits, which equates to approximately 600 hours of Total Qualification Time (TQT) and 480 Guided Learning Hours (GLH). Each of the 5 modules within the Extended Certificate qualification is worth either 20 credits, 200 hours of TQT and 160 hours of GLH or 10 credits, 100 hours TQT and 80 hours of 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

# Module Overviews

Module	Module Outline	Assessment
Marketing Impact	This module focuses on the role of marketing in the organisation and the key concepts that underpin the activities of the marketer. You will explore the marketing environment, customer behaviour in the digital age, market research and the marketing planning process. This will include the marketing mix and a tactical planning framework to aid marketing effectiveness.	MCQ
Responsible Marketing	This module looks at responsible marketing as a growing imperative as societal and environmental challenges grow. There is growing scrutiny on brands' behaviour regarding diversity, inclusion, and sustainability, leading to more discerning consumer choices. Marketing faces a growing need to understand and ensure socially responsible practices, prioritise transparency and honesty to build trust and be more considerate in relation to their messaging, channels and tactics.	MCQ
Planning Integrated Campaigns	This module is designed to help develop an understanding of the rapidly changing marketing landscape. Candidates will learn about the core concepts of marketing and explore digital innovation. 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. Finally, this module will teach candidates how to create integrated marketing campaigns across various channels, online and offline, and how to measure their effectiveness.	MCQ
Content Marketing	This module looks at content marketing and its crucial role in delivering effective digital marketing campaigns. This module provides the knowledge and skills to successfully create content to support marketing goals. You will learn how different content formats can be used within campaigns to support the customer journey as well as the impact developing technology can have on content production. You will gain the skills to produce a suitable content plan to support organisational initiatives.	MCQ
Social Media Marketing	This module provides the knowledge and skills to develop and implement successful social media marketing activities. You will learn how to apply a range of social media channels and to produce suitable content to enhance an organisation's digital activities. You will gain the skills to produce an effective social media plan and measure its outcomes.	MCQ
MarTech	This module focuses on marketing technology, or 'Martech', which is now essential to facilitate and execute marketing activities. It will provide knowledge on the importance and application of 'Martech' including Artificial Intelligence within organisations. You will learn how 'Martech' can be used across the customer journey to support paid campaigns, and social media activities to nurture long-term relationships. You will gain the skills to successfully analyse	MCQ

	web analytics outputs and make suitable recommendations for the future.	
Search Engine Optimisation	This module focuses on the importance of search engine marketing for organisations as part of their digital marketing activities. You will learn the key success factors for Search Engine optimisation as well as how to create effective paid search campaigns to achieve marketing goals.	MCQ

# Assessment

The assessment methodology for all modules contained within the CIM Level 4 Certificate and Extended Certificate in Professional & Digital Marketing are Onscreen assessments utilising Multiple Choice Testing. All assessments are employer-driven, practitioner-based, relevant, and appropriate for business needs.

Module	Assessment Type	Availability
Marketing Impact	Onscreen Multiple-Choice Test 70 questions 120 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
Responsible Marketing	Onscreen Multiple-Choice Test 45 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
Planning Integrated Campaigns	Onscreen Multiple-Choice Test 45 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
Content Marketing	Onscreen Multiple-Choice Test 45 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
Social Media Marketing	Onscreen Multiple-Choice Test 45 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
MarTech	Onscreen Multiple-Choice Test 45 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
Search Engine Optimisation	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.

## Overall Qualification Grading

### Level 4 Certificate

The calculation of the overall qualification grade will be carried out based on an aggregate score of **four** modules out of **400** (100 per module). The following table outlines the score required to secure the overall grade. The qualification certificate will contain the overall grade only (no percentage mark).

Grades acknowledged on overall certificate	Total score required across three modules
Distinction	320 and above
Merit	Between 280 and 319
Pass	Between 240 and 279

### Level 4 - Extended Certificate

The calculation of the overall qualification grade will be carried out based on an aggregate score of **five** modules out of **500** (100 per module). The following table outlines the score required to secure the overall grade. The qualification certificate will contain the overall grade only (no percentage mark).

Grades acknowledged on overall certificate	Total score required across three modules
Distinction	400 and above
Merit	Between 350 and 399
Pass	Between 300 and 349

# 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 Level 4 Certificate in Professional Marketing or Certificate in Professional Digital Marketing. 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 learners 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 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.

## Accreditation of Prior Learning (APL) and Exemptions

For further information on CIM's Accreditation of Prior Learning (APL) and Exemptions policy. Please contact: [exemptions@cim.co.uk](mailto:exemptions@cim.co.uk)

# 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, sample tests and more.

## Progression Opportunities

All of our level 4 qualifications will be undertaken by learners who have the module integrated into their degree, or they will be working within the marketing industry, probably at a Marketing Assistant level. As such, we stipulate that the level 4 qualifications are designed to support with routes to employment as a Marketing Executive or support development in their role. Alternatively, it supports progression onto a Level 6 programme or module.

# Command Verbs

Level 4 CIM Certificate in Professional & Digital Marketing

Level 4 CIM Extended Certificate in Professional & Digital Marketing

Command word	Interpretation of command word
<b>Analyse</b> Examine a topic together with thoughts and judgments about it.	Identify components of a broad range of models and the relationship between these components. Draw out and relate implications.
<b>Appraise</b> Evaluate, judge or assess.	Can provide a detailed account of the subject area including key theories and models.
<b>Argue</b> 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.
<b>Assess</b> 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
<b>Collect</b> 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
<b>Compare and contrast</b> 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
<b>Create</b> Bring something into existence for the first time	Create a range of documents relevant to marketing using a range of communication methods and approaches
<b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.	Define key words and terminology relevant to marketing
<b>Describe</b> 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
<b>Develop</b> Take forward or build on given information	Build on given information using a range of information and ideas
<b>Demonstrate</b> Explain, using examples.	Clearly explain a range of ideas, using illustrative examples to underpin concepts used.
<b>Determine</b> 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.
<b>Explain</b> 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.



<b>Identify</b> 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.
<b>Illustrate</b> Give examples to make points clear and explicit.	Use a wide variety of examples to underpin the concepts you use.
<b>Justify</b> Support recommendations, explanations or arguments, with valid reasons for and against.	Explain why/give reasons to support your statements.
<b>Outline</b> Set out main characteristics or general principles, ignoring minor details.	State the main characteristics and key points from a range of sources.
<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.
<b>Present</b> 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.
<b>Prioritise</b>	Determine the order for dealing with according to their relative importance
<b>Provide</b>	Make available for use; supply
<b>Reflect</b> 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.
<b>State</b> Present in a clear brief form.	Present new and/or abstract data and information in a clear and concise manner.
<b>Summarise</b> Give a concise account of the key points, omit details and examples.	Summarise information and arrange in a logical manner.