Qualification Specification:

CIM Level 3 Foundation Certificate in Professional Digital Marketing (VRQ)

About CIM

For over 100 years, CIM has supported, represented and developed marketers, teams, leaders and the profession. We are the world's leading professional marketing body with over 28,000 members worldwide. We believe marketing is the critical factor in driving long term organisational performance. Our mission is to create marketing advantage for the benefit of professionals, business and society.

In a world of increasing competition, transparency and change, finding a valued business advantage has never been as challenging. CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society.

With 120 CIM study centres, in 36 countries, delivering our world-renowned qualifications and over 80 training courses, we're uniquely able to improve marketing capability at an individual and business level.

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Professional Marketing Competencies

The Professional Marketing Competencies focus on three key competency areas: 'Core', 'Technical' and 'Behaviour'. The 'Behaviour' indicators reflect the demand for transferable skills and articulates a level of proficiency rather than seniority.

Core

The core competencies sit at the heart of marketing and are relevant to all marketers regardless of their role, their industry sector or the stage that they have reached in their career.

Technical

The technical competencies are elective, flexible capabilities which identify the knowledge and skills required in specific areas of marketing, reflecting the variation in career progression available in this field.

Behaviours

These capabilities describe the behaviours that marketing professionals need to be able to demonstrate in order to do their jobs efficiently and effectively and contribute to the achievement of business goals.

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Proficiency levels

Level		Definition	Knowledge	Application
5	Authoritative	Mastery at the highest level of the knowledge and application	Mastery	Habitual
4	Accomplished	An advanced degree of knowledge and consistent application	Mastery	Regular
3	Able	Full knowledge of the concepts and application to the business	Full	Regular
2	Active Learner	Meaningful knowledge with some experience and application	Some	Some
1	Aware	Limited knowledge or experience with full potential to develop	Limited	Limited

The Professional Marketing Competencies have been instrumental in the development of the CIM Level 3 Foundation Certificate in Professional Digital Marketing. The knowledge base, technical and behaviour skills from the Professional Marketing Competencies have been embedded into the qualification design and development to create a 'fit-for-purpose' employer-led qualification.

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Background

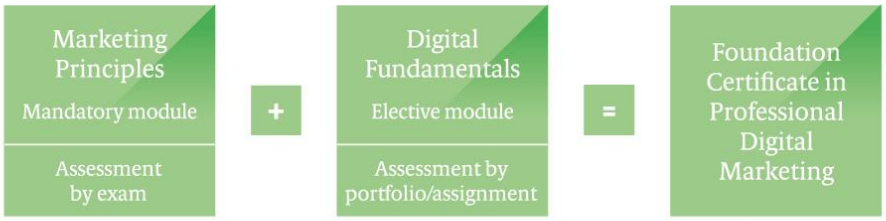
The Level 3 Foundation Certificate in Professional Digital Marketing has been developed following extensive employer-led research across a range of sectors and size of organisation; qualification providers; academics and students.

The qualification

Successful completion of the CIM Level 3 Foundation Certificate in Professional Digital Marketing will equip the student with the knowledge, skills and understanding to be able to perform in a support level role, in a digital context and to carry out an essential and successful professional marketing role within the workplace.

To achieve the CIM Level 3 Foundation Certificate in Professional Digital Marketing, a pass in the mandatory module and **ONE** elective module is required. Each module can be achieved as a distinct, self-contained award which, if required, can be built up to attain the full qualification.

The modules currently available at Level 3:



Who is it for?

The CIM Level 3 Foundation Certificate in Professional Digital Marketing is aimed at those both in a job that already involves digital marketing or those who wish to find out about digital marketing with the intention of starting a digital marketing career.

Some typical job titles may include: digital marketing assistant, social media assistant and content marketing assistant.

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Entry requirements

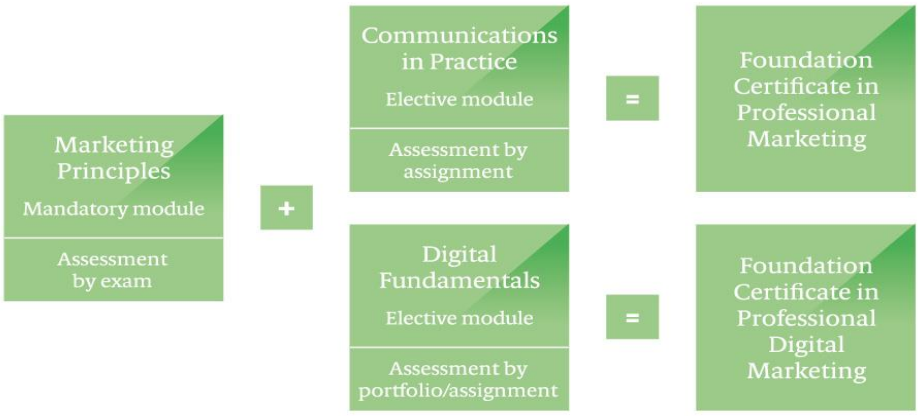
It is not necessary to have any previous experience or knowledge of marketing or digital marketing.

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 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.

The Modular Pathway

The Level 3 qualifications are designed with flexibility with options to complete both a whole qualification or simply an award.

The Level 3 qualification comprises of the following:



At Level 3, CIM qualifications are the Foundation Certificate in Professional Marketing and Foundation Certificate in Professional Digital Marketing. If a module is studied as a standalone module, an individual award can be achieved.

These will be titled as follows:

Module	**Award name**
Marketing Principles	CIM Level 3 Award in Marketing Principles (VRQ)
Communications in Practice	CIM Level 3 Award in Communications in Practice (VRQ)
Digital Fundamentals	CIM Level 3 Award in Digital Fundamentals (VRQ)

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Progression

Successful achievement of the CIM Level 3 Foundation Certificate in Professional Digital Marketing or Foundation Certificate in Professional Marketing will allow progression onto the CIM Level 4 Certificate in Professional Marketing and CIM Level 4 Certificate in Professional Digital Marketing www.cim.co.uk/qualifications

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

Each module has been calculated as carrying 12 credits which equates to approximately 120 hours Total Qualification Time and 90 hours Guided Learning Hours per module.

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 it is 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

Please visit http://www.cim.co.uk/study-centres for more information on which centres offer CIM qualifications.

Modes of study

Enrolment at a CIM Accredited Study Centre is required to study the CIM Modular Pathway qualification. The following modes of study are available:

- face to face
- blended
- online
- revision support

Please visit http://www.cim.co.uk/study-centres for more information on which centres offer which mode of study.

How it is assessed

A combination of assessment methodologies are used for the CIM Level 3 Foundation Certificate in Professional Digital Marketing depending on the module chosen. Assessment methods used within the qualification are employer-driven, practitioner-based, relevant and appropriate for business needs.

In addition, assessments for all qualifications comply with regulatory requirements, are fit for purpose, fair, valid, reliable and manageable to ensure confidence in the standard of learner achievement.

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Marketing Principles – external assessment: an examination comprising multiple-choice questions

Digital Fundamentals – external assessment: a portfolio/assignment based on a theme and an organisation of choice.

How the assessments are delivered and when

There are three assessment sessions per year within the new CIM Level 3 qualification. These will take place in December, March/April, and June/July.

Marketing Principles will be a multiple-choice question examination. Examinations will be conducted under controlled, invigilated conditions at Accredited Examination Centres.

Digital Fundamentals will be assessed by portfolio/assignment. Assignment briefs will be available for Accredited Study Centres to view six months in advance of the assessment session to which it relates.

How it is graded

Grading will be applied to each module as well as to the overall qualification.

Distinction	(D)	70-100
Merit	(M)	60-69
Pass	(P)	50-59
Fail	(F)	0-49

The percentage mark along with the corresponding grade will be issued for each module. To achieve the total qualification each individual module mark needs to be 50 marks or above.

The calculation of the overall qualification grade will be carried out based on an aggregate score of two modules out of 200. The following table outlines the marks required to secure the overall grade. The qualification certificate will contain the overall grade only (no percentage mark).

Grades acknowledged on overall certificate	Total marks required across two modules
Distinction	140 and above
Merit	Between 120 and 139
Pass	Between 100 and 119

When are results issued?

Results will be issued within 10 weeks of assessment sitting/submission. Results are made available to learners via e-mail and online via the MyCIM portal. Certificates will be issued for each module achieved and upon completion of the qualification.

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Module specifications

CIM has produced individual module specifications for each of the Level 3 modules. These specifications detail the requirements of the module and include the module content. The module content covers:

Level – this positions the level of the module within the Regulated Qualifications Framework (RQF).

Credit value – this is the academic value given by the module.

Total Qualification Time – this is the average amount of time it will take to complete the module. This includes guided learning hours, practical and work-based learning, assessment preparation time and assessment time.

Purpose statement – gives a summary of the purpose of the module.

Weighting – outlines the weighting for each of the module learning outcomes.

Assessment – gives the assessment methodology for the module.

Overarching learning outcome – the learning outcomes of the module sets out what a learner will know, understand or be able to do as a result of successfully completing the module.

Assessment criteria – specify the standard required to achieve each of the learning outcomes.

Indicative content – provides guidance on what is required to achieve the assessment criteria and related learning outcomes, however it is not intended to be an exhaustive list.

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What we mean by command words

Command words are used in every question/task/sub-task and are designed to inform the approach to the assessment. The list of command words below enables a clear indication of what is required at Level 3.

Level 3 – Command words

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

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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
Prove	Demonstrate validity on the basis of evidence
Recommend	Put forward proposals, supported by a clear rationale
Relate	Demonstrate connections between items
Review	Survey information
State	Express in clear terms
Suggest	Present a possible case
Summarise	Present principal points without detail

Please refer to the individual module specifications for detailed and specific information on each module.

For further information about all CIM qualifications please visit www.cim.co.uk.

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