

# Level 3 (Foundation)

Foundation Certificate in Professional Marketing

Foundation Certificate in Professional  
Digital Marketing



# About CIM

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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 our unique Professional Marketing Competencies 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

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# CIM qualifications road map

Qualification	Who it is for
Foundation Certificate in Professional Marketing	Those new to junior marketing roles or aspiring to enter the industry and looking for the perfect introduction to marketing. You can choose between two qualifications to suit your individual career path.
Foundation Certificate in Professional Digital Marketing	
Certificate in Professional Marketing	Marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career. You can choose between two qualifications to suit your individual career path.
Certificate in Professional Digital Marketing	
Diploma in Professional Marketing	Marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between two qualifications to suit your individual career path.
Diploma in Professional Digital Marketing	
Postgraduate Diploma in Professional Marketing	Senior marketers wishing to move to a more strategic management role. Through studying you'll develop the desired skills needed to respond to international marketing challenges. <b>Please note: This qualification is only available to those who reside outside of the UK.</b>
CIM Marketing Leadership Programme	Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities.

Structure	Level
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Marketing Principles, Communications in Practice</p>	<p><b>Level 3</b> (Foundation)</p>
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Marketing Principles, Digital Fundamentals</p>	
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Applied Marketing, Planning Campaigns, Customer Insights</p>	<p><b>Level 4</b> (Intermediate)</p>
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Applied Marketing, Planning Campaigns, Digital Marketing Techniques</p>	
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Marketing &amp; Digital Strategy, Innovation in Marketing</p> <p><b>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass:</b> The Digital Customer Experience, Resource Management, Managing Brands</p>	<p><b>Level 6</b> Equivalent level to an undergraduate degree (Intermediate)</p>
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Marketing &amp; Digital Strategy, Digital Optimisation, The Digital Customer Experience</p>	
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Global Marketing Decisions, Corporate Digital Communications, Creating Entrepreneurial Change</p>	<p><b>Level 7</b> Equivalent level to a Master's degree (Advanced)</p>
<p><b>To gain this qualification you'll need to achieve a pass in the following modules:</b> Contemporary Challenges, Leading Change</p> <p><b>You'll also have the choice of one of the following elective modules, in which you'll need to achieve a pass:</b> Consultancy, Managing Business Growth</p>	

# Level 3 (Foundation)

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You'll have the choice to choose between studying the Foundation Certificate in Professional Marketing or the Foundation Certificate in Professional Digital Marketing. Both qualifications will equip you with the skills, knowledge and understanding to perform professionally when you are new to marketing.

## Who is level 3 for?

The level 3 qualifications are for those either in a job that already involves marketing or those who wish to find out about marketing with the intention of starting out in a marketing career.

Some typical job titles of those who study our level 3 qualifications include: marketing assistant, promotional assistant, marketing campaigns assistant, digital marketing assistant, social media assistant and content marketing assistant.

## How will it benefit you

- Get a unique opportunity to blend practical skills with academic understanding.
- Improve your global competitive advantage, increase your confidence and employability.
- Keep up with the latest trends and stay ahead in your field.
- Invaluable opportunity to network with other marketers.
- CIM qualifications are recognised by businesses all over the world.

## Entry criteria

- If English is not your first language, 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.
- It is not necessary to have any previous experience or knowledge of marketing.

## Assessments

- A mixture of exam, assignments and portfolios based on a given scenario and an organisation of your choice.
- Employer-driven, practitioner-based, relevant and appropriate for business needs.
- Three assessment sessions per year taking place in December, April and June/July.

## Ways to study

- Choose face-to-face study, online or blending learning (a mix of face-to-face and online).
- You can also achieve each module as an individual award.

## Length of study

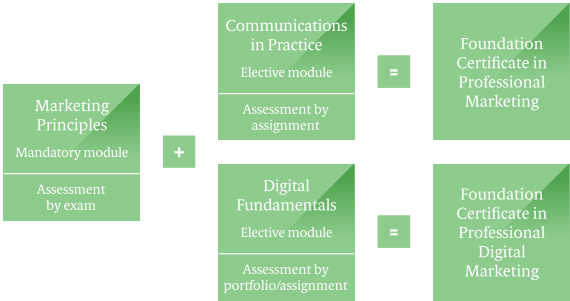
- The Total Qualification Time (TQT) per module is 120 hours.
- TQT include guided learning hours, practical and work-based learning, assessment preparation time, assessment time and supported self-study time.

# Qualification structure

Our qualifications have a flexible structure and have been designed to meet the needs of today's professional marketer.

Each module can be taken as an individual award or combined into either of the full qualifications comprising of one mandatory module and one elective.

To achieve a full qualification at level 3, a pass in the mandatory module plus one elective module is required.



Currently there are two elective modules to choose from at level 3, which will determine which qualification you will achieve on completion. This will be continually reviewed.

# Modules

## Marketing Principles

### Mandatory Module

#### Aim of the module

This module provides an understanding of the key concepts and terminology used in marketing. On completion of the module, you will have a knowledge and understanding of the role and function of marketing within organisations, and the factors that influence consumer behaviour. You will also be able to identify key components of the marketing environment and have an appreciation of how to collect and utilise relevant information about the marketing environment. Finally, you'll be able to outline the concepts and elements which make up the marketing mix and understand how these are applied in a range of different contexts.

Please note the Marketing Principles module is the mandatory module for both qualifications at level 3.

#### Unit 1: Discovering Marketing

- Know the role and function of marketing within organisations.
- Understand the factors that influence customer behaviour.

#### Unit 2: The Marketing Environment

- Identify the key components of the marketing environment.
- Identify how to collect relevant information about the marketing environment.

#### Unit 3: The Marketing Mix

- Understand the concept and elements of the marketing mix.
- Understand the application of the marketing mix in different contextual settings.

#### Assessment: Examination

The examination will comprise of multiple-choice questions to be completed in a controlled assessment.



# Communications in Practice

## Elective Module

### Aim of the module

This module provides an understanding of how communications can be used in practice to engage with customers. On completion of the module, you will have an appreciation of the different customers that an organisation may have and how those customers make buying decisions. You will also have an understanding of the purpose of marketing communications and a knowledge of the range of communications tools available. Finally, you will know how to prepare an outline customer communications plan and how to measure the plan's effectiveness.

Please note if you would like to achieve the Foundation Certificate in Professional Marketing, you will need to achieve a pass in both the mandatory module and the Communications in Practice elective module.

### Unit 1: Who are our customers?

- Identify different types of customer.
- Understand how customers make buying decisions.

### Unit 2: Communicating with our customers

- Outline the purpose of customer communications.
- Understand the range of communications tools available to engage with customers.

### Unit 3: Creating a customer communications plan

- Outline the structure and content of a customer communications plan.
- Know how the effectiveness of the communications plan can be measured and evaluated.

### Assessment: Assignment

You will be asked to submit an assignment based on a short case study.

# Digital Fundamentals

## Elective Module

### Aim of the module

This module provides an introduction to the main aspects of digital marketing. On completion of the module, you will have an appreciation of the impact that digital terminology has had on marketing activities and its effect on customers. You will have an understanding of the digital marketing tools available, how those tools can be used and how to develop digital marketing content. Finally, you will know how to develop digital communications campaigns and how the effectiveness of those campaigns can be measured.

Please note if you would like to achieve the Foundation Certificate in Professional Digital Marketing, you will need to achieve a pass in both the mandatory module and the Digital Fundamentals elective module.

### Unit 1: Fundamentals of Digital Marketing

- Understand the impact of digital technology on marketing activities.
- Understand the effect of digital technology on customers.

### Unit 2: Digital Marketing Tools

- Understand the use of digital marketing tools.
- Outline the development of digital marketing content.

### Unit 3: Developing Digital Communications Campaigns

- Know how to develop digital marketing communications campaigns.
- Understand how to measure digital marketing communications campaigns.

### Assessment: Portfolio/assignment

The assessment will require submission of a portfolio/assignment based on a theme and organisation of choice.

Next step: find a study centre - visit: [cim.co.uk/study-centres](http://cim.co.uk/study-centres)

# CIM membership: Supporting you throughout your marketing studies and beyond

To study a qualification with CIM, you need to become a member. You'll be able to take advantage of our insightful and thought provoking exclusive content, attend our national and regional networking events and top up your skills with a discounted rate on our wide range of training courses. Also, as a member you'll gain recognition as a current and actively engaged marketer.

## Marketing and study resources

Whether you want to understand marketing trends within your industry or gain more insights about your customers, you will get free online access to an extensive range of reports, journals, business publications and marketing books. In addition, you will also have access to a range of CIM published e-books. [cim.co.uk/resources](http://cim.co.uk/resources)

## Practical insights webinars

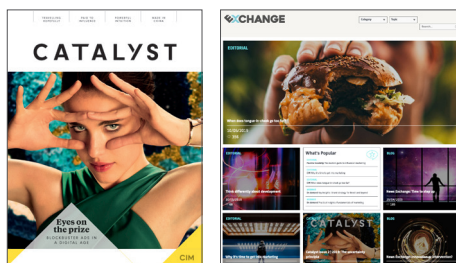
You can gain access to interactive webinars designed to help you with today's newest trends and techniques in marketing. Available live or on demand, you can watch these webinars at your convenience.

## Content hub

Our online content hub, Exchange, is packed with great writing, insightful data and thought leadership. Exchange publishes weekly content designed to provoke thought on a global scale. Exploring various sectors, disciplines and markets, we want to help shape the marketing profession and support the people that work within it.

## Catalyst

CIM's quarterly digital magazine, Catalyst, explores the world of marketing – delving into current issues within the profession and explaining the transformation that marketing is currently undertaking.



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EXCHANGE

# FAQs

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## **I am looking to study a CIM qualification. What are my next steps?**

The first step to studying is to enrol with an Accredited Study Centre at [cim.co.uk/study-centres](https://cim.co.uk/study-centres). Your Centre will discuss your options with you and once you have enrolled, you can then join us ([cim.co.uk/join](https://cim.co.uk/join)) as a studying member and have a wealth of study resources at your fingertips.

## **How much will it cost?**

You will need to pay a tuition fee to your Accredited Study Centre, the cost of which can vary per centre. Fees payable to CIM include your annual membership fee and cost of assessments. You can find a list of appropriate fees on our website. Students are eligible for reduced assessment fees if residing in a country that qualifies for international reduced rates.

## **Can I study on my own?**

Self-study is not an available method of study. To study a CIM qualification, you must be enrolled with one of our Accredited Study Centres. Studying with an Accredited Study Centre means you can be confident that you will receive the best teaching practices, from qualified marketing professionals.

## **Will I be a Chartered Marketer after completing a CIM qualification?**

The prestigious Chartered Marketer status is achieved through a combination of qualifications, experience and Continuing Professional Development (CPD). To become a Chartered Marketer, you must first reach MCIM or FCIM graded membership and then complete two years of consecutive CPD, as well as an online assessment. A CIM qualification at level 6 and 7 will contribute towards your eligibility for graded membership.

If you have any other questions you'd like answered, email [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)

# Enrol now

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Choose and contact your preferred  
Accredited Study Centre at:

**[cim.co.uk/study-centres](http://cim.co.uk/study-centres),**

call the CIM Customer Experience

team: **+44 (0)1628 427120**

or email **[qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)**

## **Join CIM**

To take a qualification, you'll need to join us first. As a member of CIM, you will have access to a range of benefits and resources that can support your studies and professional marketing career. If you are already a member, just apply for your chosen qualification.

To join, simply visit: **[cim.co.uk/join](http://cim.co.uk/join)**



