

# CIM CERTIFICATE IN PROFESSIONAL MARKETING

## Module Details



### 01 MARKETING

Marketing is a 15-credit mandatory module which sits within the suite of Level 4 modules. To gain the CIM Level 4 Certificate in Professional Marketing, a pass in both mandatory modules plus one elective module is required. However, each module can be taken as a standalone module to gain a module award.

This module is about recognising the importance of marketing's role in driving success and delivering results. It provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.

#### MODULE STRUCTURE AND ASSESSMENT METHOD

The module comprises three units with two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of examination. The examination will comprise 50 multiple-choice questions to be completed in a two-hour controlled assessment.



#### LEARNING OUTCOMES

1. Understand the role and function of marketing.
2. Understand what influences customer behaviour.
3. Identify factors and trends in the marketing environment and how they affect marketing planning.
4. Identify options for gathering relevant marketing information.
5. Know the elements of the marketing mix.
6. Apply and adapt the marketing mix to satisfy customer needs.



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### 02 INTEGRATED COMMUNICATIONS

Integrated Communications is a 15-credit mandatory module which sits within the suite of Level 4 modules. To gain the CIM Level 4 Certificate in Professional Marketing a pass in both mandatory modules plus one elective module is required. However, each module can be taken as a standalone module to gain a module award.

This module aims to enable understanding of the importance of effective internal and external communications in building sustainable relationships and delivering customer value. It provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.

#### MODULE STRUCTURE AND ASSESSMENT METHOD

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of a 12-page assignment based on a given scenario and an organisation of choice. The assignment is broken down into three tasks.



#### LEARNING OUTCOMES

1. Know how to build cross-functional relationships.
2. Understand how to harness resources to deliver effective marketing solutions.
3. Create effective communications to deliver value to customers.
4. Understand product and brand management.
5. Understand the components of the marketing communications mix.
6. Develop integrated marketing communications.



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### 03 CUSTOMER EXPERIENCE

Customer Experience is a 15-credit elective module which sits within the suite of Level 4 modules. To gain the CIM Level 4 Certificate in Professional Marketing a pass in both mandatory modules plus one elective module is required. However, each module can be taken as a standalone module to gain a module award.

This module recognises how deeper knowledge of customer requirements within different contexts allows organisations to enhance the customer experience. It provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.

#### MODULE STRUCTURE AND ASSESSMENT METHOD

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of a 12-page assignment based on a given scenario and an organisation of choice. The assignment is broken down into three tasks.



#### LEARNING OUTCOMES

1. Understand the range of different contexts across which marketers operate.
2. Understand the importance of customer expectations.
3. Understand the different dimensions of customer experience.
4. Deliver activities that enhance customer experience.
5. Know how to monitor and measure customer experience in context.
6. Use metrics to improve future customer experience.



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## 04 DIGITAL MARKETING

Digital marketing is a 15-credit elective module which sits within the suite of Level 4 modules. To gain the CIM Level 4 Certificate in Professional Marketing learners are required to pass both mandatory modules plus one elective module. However, each module can be taken as a standalone module to gain a module award.

This module is about appreciating the importance of the ever-evolving, dynamic digital landscape, and understanding how to develop skills to improve digital marketing effectiveness. It provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness.

## MODULE STRUCTURE AND ASSESSMENT METHOD

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of portfolio. The assessment will require submission of a work-based portfolio which is broken down into three tasks – research, plan and report.



## LEARNING OUTCOMES

1. Understand the opportunities and challenges presented through the disruptive digital environment.
2. Assess the impact and influence of the dynamic digital environment.
3. Know how key digital tools can support and enhance marketing.
4. Understand the relevance of digital platforms and channels in context.
5. Develop digital activities to support and enhance multichannel marketing.
6. Apply the key principles involved in monitoring and measuring digital marketing effectiveness.