



# CIM Qualifications Specification

## Level 3 Qualifications Specification:

**CIM Level 3 Foundation Certificate in Professional & Digital Marketing**

**CIM Level 3 Extended Foundation Certificate in Professional & Digital Marketing**



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# About CIM

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 the CIM Global Professional Marketing Framework. Our unique framework is 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

**18,000+**  
assessments taken every year

# 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 3 Foundation Certificate and Extended Foundation 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 3 CIM Foundation Certificate and Extended Foundation Certificate in Professional & Digital Marketing is designed to offer progression to all Level 4 CIM qualifications. Successful completion of the Level 3 CIM qualifications will establish the knowledge, skills and understanding to be able to perform at a 'Marketing Assistant' level position and to carry out an essential and successful professional marketing role within the workplace.

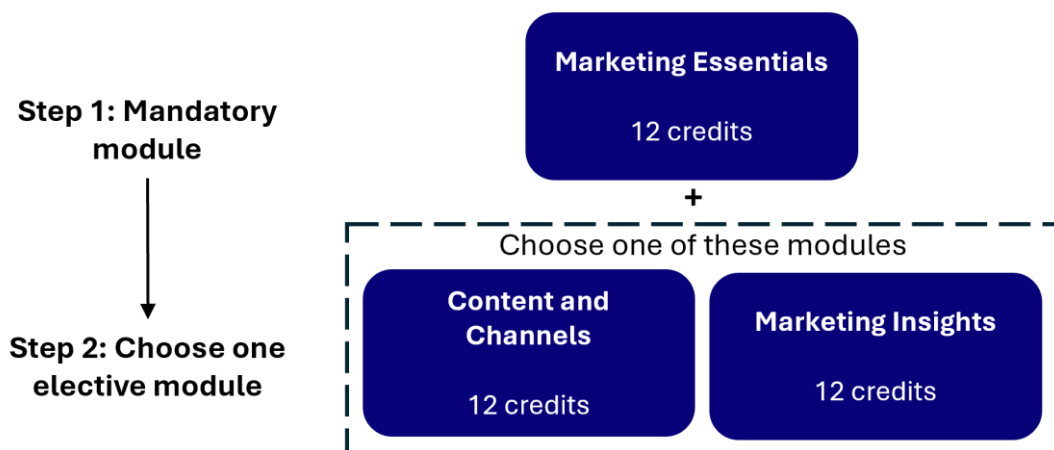
# Qualification Structure

## Qualification Sizes:

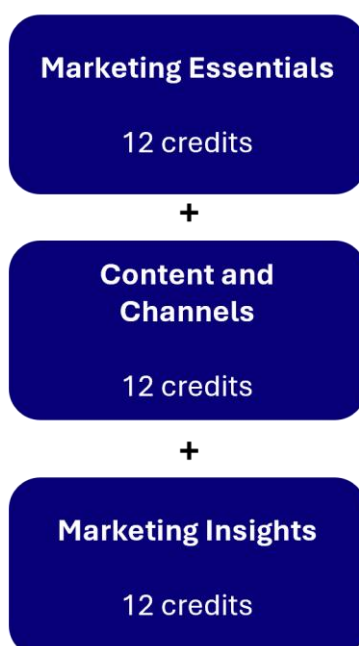
Qualification Title	Size
CIM Level 3 Foundation Certificate in Professional & Digital Marketing	24 Credits (240 TQT) (200 GLH)
CIM Level 3 Extended Foundation Certificate in Professional & Digital Marketing	36 Credits (360 TQT) (300 GLH)

## Qualification combinations

### CIM level 3 Foundation Certificate in Professional & Digital Marketing (24 credits)



### CIM Level 3 Foundation Extended Certificate in Professional & Digital Marketing (36 credits)



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

The CIM Level 3 Foundation Certificate in Professional & Digital Marketing has been calculated as carrying 24 credits, which equates to approximately 240 hours of Total Qualification Time (TQT) and 200 Guided Learning Hours (GLH). Each of the two modules within the Foundation Certificate qualification is worth 12 credits, 120 hours of TQT and 100 hours of GLH.

The CIM Level 3 Extended Foundation Certificate in Professional & Digital Marketing has been calculated as carrying 36 credits, which equates to approximately 360 hours of Total Qualification Time (TQT) and 300 Guided Learning Hours (GLH). Each of the three modules within the Foundation Certificate qualification is worth 12 credits, 120 hours of TQT and 100 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 Essentials	This module provides an understanding of the key concepts and terminology used in marketing. On completion of the module, learners will have a knowledge and understanding of the role and function of marketing within organisations and the factors that influence consumer and business buying behaviour. They 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 it. Finally, learners will be able to outline the concepts and elements which make up the marketing mix and understand how these can be applied	MCQ
Content and Channels	This module introduces the types of content marketers can create, as well as the channels that can be used to publish and promote them. On completion of the module, learners will be able to recommend the most appropriate channel to use in their marketing. Candidates will be able to interpret the aims and objectives of a business, as well as who their target audience are, and plan content accordingly. Finally, learners will recognise the links between content and channels, and their suitability in each case.	MCQ
Marketing Insights	The module introduces some of the main concepts, techniques and applications within marketing research and customer insights, showing their significance for marketing decision-making. This module will develop knowledge and understanding of the different types of research, insights and methods employed by marketers, by looking at how they can help to monitor the marketing environment and current marketing trends to support decision-making. Students will also explore the role of consumer behaviour in marketing practice, considering social, cultural and technical differences whilst also exploring wider macro marketing and ethical considerations	MCQ



# Assessment

The assessment methodology for all modules contained within the CIM Level 3 Foundation Certificate and Extended Foundation Certificate in Professional & Digital Marketing are Onscreen assessments utilising either Multiple Choice Testing or Scenario-driven short and extended answer response tests. All assessments are employer-driven, practitioner-based, relevant, and appropriate for business needs.

Module	Assessment Type	Availability
Marketing Essentials	Onscreen Multiple-Choice Test 50 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
Content and Channels	Onscreen Multiple-Choice Test 50 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)
Marketing Insight	Onscreen Multiple-Choice Test 50 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 3 - Foundation Certificate

The calculation of the overall qualification grade will be carried out based on an aggregate score of **two** modules out of **200** (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 the overall certificate	Total score required across three modules
Distinction	160 and above
Merit	Between 140 and 159
Pass	Between 120 and 139

## Level 3 - Extended Foundation Certificate

The calculation of the overall qualification grade will be carried out based on an aggregate score of **three** modules out of **300** (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 the overall certificate	Total score required across three modules
Distinction	240 and above
Merit	Between 210 and 239
Pass	Between 180 and 209

# Entry Requirements

It is not necessary to have any previous experience or knowledge of marketing to study the Foundation Certificate in Professional & Digital Marketing or the Extended Foundation Certificate in Professional & Digital Marketing. So, if you're an aspiring marketer, new to a marketing support role or in a job that already involves digital marketing, our qualifications at Level 3 are the right choice for you.

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, 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.

# Recognition of Prior Learning (RPL) and Exemptions

For further guidance on RPL and exemptions can be found in CIM Exemptions policy.

## 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, our 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, Senior Examiner Reports and more.

# Command Verbs

Level 3 CIM Foundation Certificate

Level 3 CIM Extended Foundation Certificate

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
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 a recognisable form
Justify	Support a case with evidence
Outline	Set out the main characteristics
Prioritise	determine the order for dealing with according to their relative importance
Prove	Demonstrate validity on the basis of evidence
Provide	Make available for use; supply
Recommend	Put forward proposals, supported by a clear rationale
Review	Survey information
Relate	Demonstrate connections between items
State	Express in clear terms
Suggest	Present a possible case
Summarise	Present principal points without detail