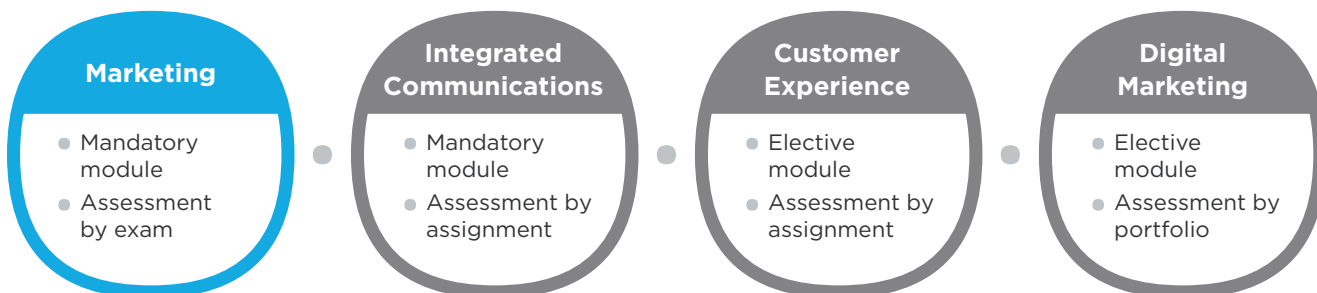


Marketing is a mandatory module which sits within the suite of Level 4 modules.



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.

PURPOSE STATEMENT

Marketing is a key driver of success in today's dynamic organisations. This module will give you an insight into marketing concepts and tools and how these are applied to deliver results.

AIMS OF THE MODULE

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

This 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.

ASSESSMENT: A MULTIPLE-CHOICE EXAM (A TWO-HOUR OBJECTIVE TEST)

The examination will comprise 50 multiple-choice questions to be completed in a two-hour controlled assessment.

NOTIONAL LEARNING TIME

Notional learning 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.
- Assessment time.

Each module will take 130-150 hours notional learning time.

ENTRY REQUIREMENTS

One or more of the following is required to gain entry onto this qualification:

- CIM Level 3 Introductory Certificate in Marketing qualification.
- Any relevant Level 3 qualification.
- Any UK degree or international equivalent.
- International Baccalaureate (equivalent to NQF Level 3 and above).
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4.

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.

OVERARCHING LEARNING OUTCOMES

The weighting of learning outcome, as part of the overall assessment, is indicated in brackets.

By the end of this module learners should be able to:

Unit 1: The marketing concept

- Understand the role and function of marketing (10%).
- Understand what influences customer behaviour (15%).

Unit 2: Analysis and insight

- Identify factors and trends in the marketing environment and how they affect marketing planning (15%).
- Identify options for gathering relevant marketing information (15%).

Unit 3: Marketing mix

- Know the elements of the marketing mix (30%).
- Apply and adapt the marketing mix to satisfy customer needs (15%).

WHAT'S NEXT?

CIM also offers the Level 6 Diploma in Professional Marketing designed for marketers working in an operational, supervisory or management role. If you have a marketing degree, you may be able to start at diploma level. For more information on entry requirements, please contact your study centre.

