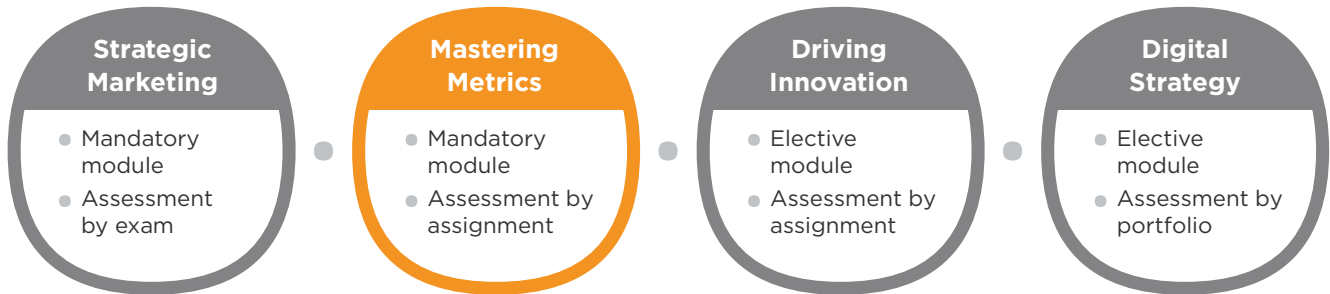


Mastering Metrics is a mandatory module which sits within the suite of Level 6 modules.



To gain the CIM Level 6 Diploma 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

Marketers are faced with an increasing volume and range of marketing data, innovative methods of analysis and new measures of marketing effectiveness. This unit will equip you with the ability to selectively analyse different sets of marketing data for insight, and undertake effective decision making in relation to the utilisation of marketing resources.

## AIMS OF THE MODULE

This module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.

## MODULE STRUCTURE

This 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.

## ASSESSMENT: WORK-BASED 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.

## 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 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing.
- Bachelor's or Master's degree from a recognised university, with at least one third of credits coming from marketing content (ie 120 credits in Bachelor's degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

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 students should be able to:

### Unit 1: Metrics and analytics

- Understand the role of marketing metrics (15%).
- Understand the significance of different measurement techniques across a range of market contexts (10%).

### Unit 2: Measuring effectiveness

- Know the relevant measures of marketing performance (15%).
- Apply marketing metrics to establish the effectiveness of marketing activities (20%).

### Unit 3: Analytics for decision making

- Understand appropriate sources of data for marketing analysis (15%).
- Utilise various analytics tools and techniques for marketing insight and strategic decision making (25%).

