



# CIM Qualifications Specification

## Level 6 Qualifications Specification:

CIM Level 6 Diploma in Professional & Digital Marketing

CIM Level 6 Extended Diploma 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 6 Diploma and Extended Diploma 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.

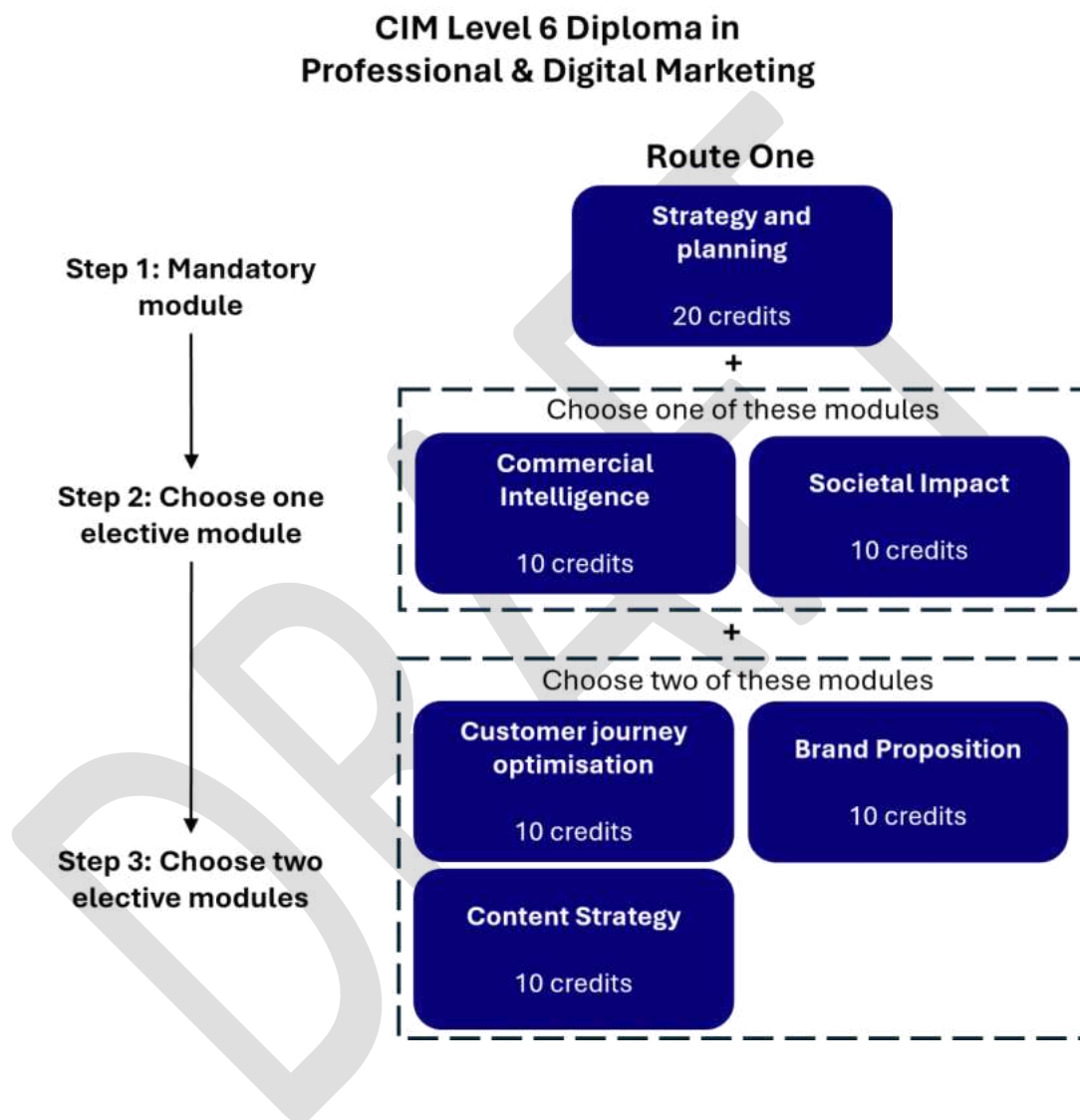
The Level 6 CIM Diploma and Extended Diploma in Professional & Digital Marketing is designed to offer progression from all Level 4 CIM qualifications. Successful completion of the Level 6 CIM qualifications will establish the knowledge, skills and understanding to be able to perform within the position of a 'Marketing Manager' and to carry out an essential and successful professional marketing role within the workplace.

# Qualification Structure

## Qualification Sizes:

Qualification Title	Size
CIM Level 6 Diploma in Professional & Digital Marketing	50 Credits (500 TQT) (400 GLH)
CIM Level 6 Extended Diploma in Professional & Digital Marketing	60 Credits (600 TQT) (480 GLH)

# Qualification combinations



## CIM Level 6 Diploma in Professional & Digital Marketing

### Route Two

Step 1: Mandatory  
module

**Strategy and  
planning**  
20 credits

Step 2: Choose  
one elective  
module

Choose one of these modules

**Commercial  
Intelligence**

10 credits

**Societal Impact**

10 credits

Step 3: Choose  
two elective  
modules

Choose one of these modules

**Customer  
journey  
optimisation**

10 credits

**Brand  
Proposition**

10 credits

**Content Strategy**

10 credits

Step 4: If taking  
Route Two,  
choose one  
module

Choose one module

**AI Marketing**

10 credits

**Ecommerce**

10 credits

**SEO & Paid  
Search  
Management**

10 credits

**Social Media  
Management**

10 credits

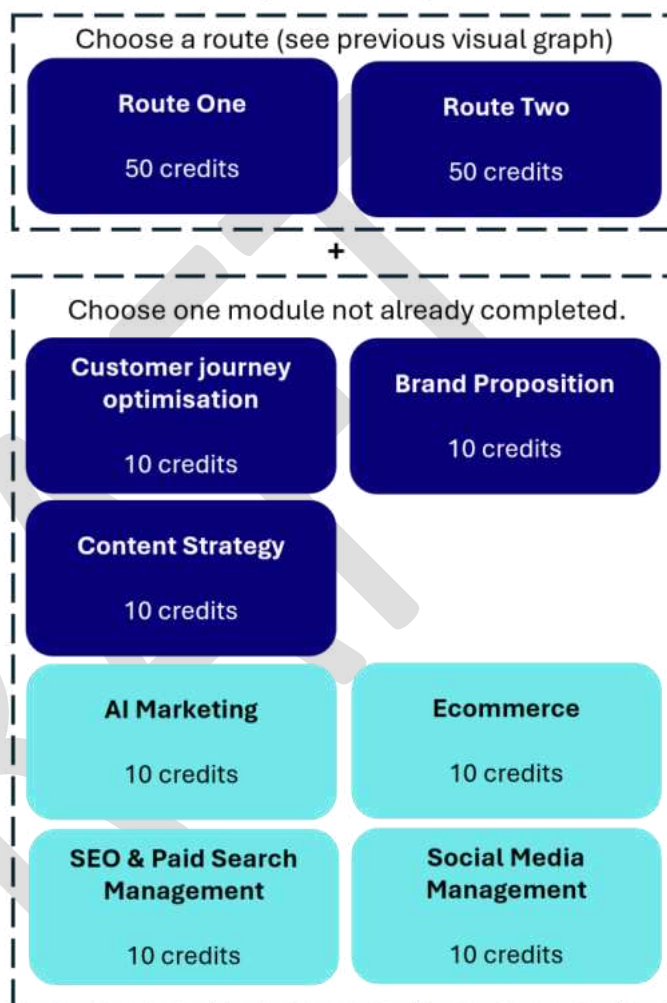


**CIM Level 6 Extended Diploma in  
Professional & Digital Marketing  
(60 credits)**

**Step 1: Choose one  
route worth 50  
credits.**



**Step 2: Choose one  
additional module  
which you haven't  
completed yet.**





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

The CIM Level 6 Diploma in Professional & Digital Marketing has been calculated as carrying 50 credits, which equates to approximately 500 hours of Total Qualification Time (TQT) and 400 Guided Learning Hours (GLH). Each of the 4 modules within the Diploma qualification is worth either 20 credits, 200 hours of TQT and 160 hours of GLH or 10 credits, 100 hours TQT and 80 hours of GLH.

The CIM Level 6 Extended Diploma in Professional & Digital Marketing has been calculated as carrying 60 credits, which equates to approximately 600 hours of Total Qualification Time (TQT) and 480 Guided Learning Hours (GLH). Each of the 5 modules within the Extended Diploma qualification is worth either 20 credits, 200 hours of TQT and 160 hours of GLH or 10 credits, 100 hours TQT and 80 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
Strategy and Planning	Strategic planning is an essential skill for marketing managers, and empowers them to make informed decisions, optimise resources, and drive the company towards its goals in a competitive and dynamic market environment. The plan itself ensures that all marketing employees work together to achieve a common goal. This module aims to equip students with advanced knowledge and skills in planning marketing at a strategic level, as well as developing an overall strategic marketing plan, students will be able to adapt their use of planning frameworks and associated models to create a range of specific plans that integrate to deliver and support that plan at a strategic level.	Onscreen Assessment and Submitted Marketing Plan
Societal Impact	This module aims to equip the marketer to explore key concepts of sustainability as a whole (delivering well-being for all) and gain a better understanding of the level of change that the organisation needs to achieve and, how marketing needs to align to facilitate and support that change over the long term. Students will consider the role of marketing in engaging with stakeholders and partners (both internally and externally) to drive awareness and motivate them to take action. And, understand how to build effective partnerships which allow your organisation to respond to the increasingly urgent social and environmental challenges we face.	MCQ
Commercial Intelligence	Data underpins marketing excellence. Understanding how to interpret and apply the data to support strategic commercial decisions is critical in today's competitive business landscape. This course delves into three key areas to understand how to apply and interpret commercial and marketing campaign data to deliver strategic marketing success. The course will allow students to emerge equipped with a deeper comprehension of the key financial metrics to unlock insights, build strategic budgets, optimise channel performance, and deliver ROI.	MCQ
Content Strategy	Content marketing is fundamental for addressing important audience questions as well as building trust, developing relationships and improving conversions. This Specialist Award provides a strategic approach to content marketing that aligns to wider corporate and marketing goals. You will gain skills to enable the creation an effective content strategy and manage its implementation, including the provision of appropriate copy for a variety of audiences.	MCQ
Brand Proposition	This module looks at how marketers can help organisations to create distinctive, sustainable and differentiated positions within increasingly complex and competitive markets. The module explores proposition development, brand management, equity and purpose, considering how these relate to customers, wider stakeholders and society. With transparency and authenticity	MCQ

	becoming increasingly important in a digital world, the module also looks at the importance of brand innovation and reputation management.	
Customer Journeys Optimisation	In today's dynamic digital landscape understanding the intricacies of data and insight in the customer journey is pivotal for sustainable growth. This course provides a strategic framework to understand how to evaluate the stages in the customer journey and identify a data-led approach to achieve seamless, personalised journeys cultivating customer satisfaction, loyalty, and advocacy. The course will allow students to emerge equipped with a deeper comprehension of the customer journey and the methodologies necessary to cultivate meaningful connections with their audiences	MCQ
SEO & Paid Search Management	With many customer journeys beginning with a search engine, adopting a successful search engine marketing strategy has become a critical to increase brand reach and visibility. This Specialist Award will provide you with the knowledge and skills to create an effective search strategy for both organic and paid channels. You will be able to apply research techniques to understand customer search behaviour and utilise it to optimise paid campaigns and websites to maximise search engine visibility.	MCQ
AI Marketing	As AI technology continues to advance at a rapid pace, this Specialist Award will enable you to respond effectively to developments and understand their application to marketing. It provides strategic insights to the impact of AI within the business environment and the resources required to implement AI technologies. You will gain the knowledge and skills to create a suitable plan to respond to AI developments.	MCQ
E-Commerce	Consumers are increasingly choosing to shop from the comfort of their own homes, making ecommerce a must for any retail organisation. This Specialist Award provides the knowledge and skills to develop and effective ecommerce proposition as well as understanding of best practice for ecommerce strategy creation.	MCQ
Social Media Management	Social media usage continues to grow with the proliferation of new platforms and tools. This Specialist Award provides strategic insights into how social media can enable an organisation to reach, nurture, and engage with its target audience. It provides the knowledge and skills to create an effective social media strategy, alongside successful management of social media platforms to drive audience engagement.	MCQ

# Assessment

The assessment methodology for all modules contained within the CIM Level 6 Diploma and Extended Diploma 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
Strategy and Planning	Onscreen Plan Submission Onscreen short and extended Answer Response test 120 Minutes	4x Assessment Windows (results issued after each close of window)
Societal Impact	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
Commercial Intelligence	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
Content Strategy	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
Brand Proposition	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
Customer Journeys Optimisation	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
SEO & Paid Search Management	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
AI Marketing	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
Ecommerce	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x On-Demand windows (results issued after each close of On-Demand window)
Social Media Management	Onscreen Multiple-Choice Test 50 questions 90 Minutes	4x 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 mark needs to be 50 marks or above.

## Overall Qualification Grading

### Level 6 Diploma

The calculation of the overall qualification grade will be carried out based on an aggregate score of **four** modules out of **400** (100 per module). The following table outlines the marks required to secure the overall grade. The qualification certificate will contain the overall grade only (no percentage mark).

Grades acknowledged on overall certificate	Total marks required across three modules
Distinction	320 and above
Merit	Between 280 and 319
Pass	Between 240 and 279

### Level 6 - Extended Diploma

The calculation of the overall qualification grade will be carried out based on an aggregate score of **five** modules out of **500** (100 per module). The following table outlines the marks required to secure the overall grade. The qualification certificate will contain the overall grade only (no percentage mark).

Grades acknowledged on overall certificate	Total marks required across three modules
Distinction	400 and above
Merit	Between 350 and 399
Pass	Between 300 and 349

# 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 or
- CIM Level 4 Certificate in Professional Digital Marketing.
- Any relevant Level 4 qualification
- An equivalent Level 4 Apprenticeship such as Marketing Executive. CIM will consider other equivalent Marketing apprenticeships.
- An equivalent Level 6 Apprenticeship such as Marketing Manager. CIM will consider other equivalent Marketing apprenticeships.
- Bachelor's or Master's degree, with at least one-third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits with Master's degrees)
- Professional practice (suggested two years of marketing in an operational role) and diagnostic assessment.

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

CIM is committed to ensuring our services are accessible to everyone. There may be circumstances where candidates require special consideration and reasonable adjustments to the delivery and assessment of CIM qualifications. It is the candidate's responsibility to inform their Accredited Study Centre of any additional support needed for their learning and/ or assessments. ASC's and candidates should review CIM's Reasonable Adjustments and Special Considerations policy which is available to candidates on the [MyCIM Portal](#) once they are registered as a member.

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

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, the 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 6 CIM Diploma in Professional & Digital Marketing

Level 6 CIM Extended Diploma in Professional & Digital Marketing

Command word	Interpretation of command word
<b>Analyse</b> Examine a topic together with thoughts and judgements about it.	Analyse new and/or abstract data and schools of thought and consider alternative solutions and outcomes independently, using a range of appropriate models, principles and definitions. Compare and analyse alternative models using appropriate rationale and criteria.
<b>Appraise</b> Evaluate, judge or assess.	Provide a comprehensive and detailed critique of the subject area demonstrating an in-depth understanding and awareness.
<b>Argue</b> Provide reasoned arguments for or against a point and arrive at an appropriate conclusion.	Engage in debate in a professional manner evidencing a comprehensive understanding and application of key principles.
<b>Assess</b> Evaluate or judge the importance of something, referring to appropriate schools of thought.	Synthesise and assess new and/or abstract information and data in the context of a broad range of problems, using a range of techniques.
<b>Collect</b> Systematically gather a series of items over a period of time.	Systematically gather a series of items over a period of time which demonstrate a critical understanding of the principal theories and concepts of the marketing discipline.
<b>Compare and contrast</b> Look for similarities and differences between two or more factors leading to an informed conclusion.	Synthesise and analyse the similarities and differences between two or more contexts.
<b>Create</b> Bring something into existence for the first time.	Create a range of products of work relevant to marketing that demonstrate originality and creativity. Use a few skills that are specialised, advanced or at the forefront of marketing.
<b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.	Define key words and terminology relevant to one or more specialisms some of which is informed by or at the forefront of the marketing discipline.

<b>Demonstrate</b> Explain, using examples.	Explain a broad range of ideas persuasively and with originality, using a wide variety of illustrative examples to underpin findings and exemplify points.
<b>Describe</b> Give a detailed account of something.	Synthesise and analyse new and/or abstract ideas and information and present a clear description and account of the findings.
<b>Determine</b> Use research to check or establish something.	Execute a defined project of research, development or investigation to identify evidence to support a course of action. Make judgements where data/information is limited.
<b>Develop</b> Take forward or build on given information.	Build on detailed knowledge of marketing principles, theories and concepts using originality, creativity and insight. Use a combination of routine and advanced/specialist skills to develop complex ideas.
<b>Discuss</b> Investigate or examine by argument and debate, giving reasons for and against.	Produce detailed and coherent arguments in response to well-defined and abstract problems using relevant marketing language.
<b>Evaluate</b> Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability.	Select from a range of techniques to critically evaluate complex, contradictory information to support conclusions and recommendations and in the process review its reliability, validity and applicability.
<b>Explain</b> Make plain, interpret and account for, enlighten, give reasons for.	Present complex information evidencing comprehensive knowledge, understanding and application of key principles.
<b>Identify</b> List the main points or characteristics of a given item.	Critically identify elements of complex marketing problems and issues.
<b>Illustrate</b> Give examples to make points clear and explicit.	Apply a wide variety of illustrative examples to underpin findings supported by references to wider reading to make points clear and explicit.
<b>Justify</b> Support recommendations, explanations or arguments, with valid reasons for and against.	Communicate well-structured and coherent arguments relevant to marketing.
<b>Outline</b> Set out main characteristics or general principles, ignoring minor details.	Selectively identify valid and relevant information from a range of sources, making judgements where data/information is limited.

<b>Plan</b> Put forward a proposal for a course of action, usually to achieve a goal.	Produce a structured proposal for planned stages to achieve a goal in professional contexts that include a degree of unpredictability. Interpret, use and evaluate numerical/financial data to achieve the end goal.
<b>Present</b> Exhibit something to others.	Make formal presentations about specialised topics to informed audiences that include professional peers, senior colleagues and specialists.
<b>Provide</b>	Make available for use; supply
<b>Recommend</b> Put forward proposals, supported by a clear rationale.	Produce reliable and valid conclusions and proposals based on abstract data and situation, appropriately contextualised to a marketing context.
<b>Reflect</b> Think carefully about something; consider something; review something that has happened or has been done.	Review and critically analyse a range of complex issues in order to assess reasons for an item's success or failure and/or to identify improvements that can be made.
<b>State</b> Present in a clear brief form.	Present new and/or abstract data in a clear and concise manner, appropriately contextualised to a marketing context.
<b>Summarise</b> Give a concise account of the key points, omit details and examples.	Summarise abstract information, data and contradictory information in a logical and concise manner.