



## **Award in Marketing CIM Level 4**

### **Introduction to this course**

The Award in Marketing CIM Level 4 is aimed at the aspiring professional marketer who wants to gain the knowledge and skills to succeed and progress in their Marketing career. The course aims to give you an understanding of the wider role of Marketing, an insight into customer behaviour and the ability to help implement tactical marketing activities at an operational level.

### **Entry Requirements**

You need one or more the following to join this course:

CIM Introductory Certificate (Level 3) Marketing

Any relevant Level 3 qualification

Any UK degree or international equivalent

International Baccalaureate (Equivalent to NQF Level 3 and above)

Professional practice i.e. at least one year in a marketing role and diagnostic assessment on level 4

If English is not your first language, you need to provide evidence an English Language qualification achieved within the last two years. You need to be working in a junior marketing position, aspire to a career in marketing or be moving into a marketing role from another area. Many of those who enrol will be Marketing Assistants or may be Personal Assistants. The course is also a useful introduction for those working in a marketing support role.

### **Career prospects**

This Certificate has been developed following extensive global employer-led research, including small businesses, international organisations and numerous marketers across a range of marketing and business functions. Once you gain the qualification, you will have the knowledge, skills and understanding you need to be able to perform at an operational level and to successfully carry out an essential and professional marketing role within the workplace. If you would like to develop your skills further ready for a more responsible position, you can progress to the CIM Diploma (Level 6) Professional Marketing.

### **How will I be assessed?**

Marketing - Online exam of multiple choice questions.

Integrated Communications - Set assignment

Optional unit - Assignment or portfolio

### **Course content/units**

You will complete two mandatory units:

Marketing

Integrated Communications

You can then choose one of the following:

Customer Experience

Digital Marketing

You must pass three units to receive the Professional Certificate, although each module leads to an Award. Each of these modules is also available as a stand alone course. Please contact Yeovil College on 01935 423921 to find out more.