FACTSHEET
ON
RECOGNITION
OF
CIM QUALIFICATIONS
(Syllabus 2008/9)

Seventh Edition September 2010
RECOGNITION OF THE CHARTERED INSTITUTE OF MARKETING QUALIFICATIONS

Current Recognition Situation for Syllabus 2008/9

The Chartered Institute of Marketing’s qualifications have a number of different recognitions:

- National Qualifications Framework (England, Wales, Northern Ireland)
- Scottish Credit and Qualifications Framework (Scotland)
- The Open University (England, Wales, Northern Ireland, Scotland)
- European Qualifications Framework
- European Marketing Confederation
- European Credits and Transfer System.

1. National Qualifications Framework

Ofqual is the government agency that regulates qualifications, examinations and assessments in England, and vocational qualifications in Northern Ireland. Ofqual also helps manage the National Qualifications Framework on behalf of England, Wales, and Northern Ireland.

Further information on Ofqual is on their website (www.ofqual.gov.uk). Details about the qualifications listed on the NQF can be found on the National Database of Accredited Qualifications, on:


The Chartered Institute of Marketing’s qualifications (Syllabus launched in 2008):

- Introductory Certificate in Marketing
- Professional Certificate in Marketing

are recognised by Ofqual and are on the National Qualifications Framework (NQF).

<table>
<thead>
<tr>
<th>Reference</th>
<th>Qualifications</th>
<th>Type</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>500/3930/1</td>
<td>CIM Level 3 Introductory Certificate in Marketing</td>
<td>VRQ</td>
<td>3</td>
</tr>
<tr>
<td>500/3931/3</td>
<td>CIM Level 4 Certificate in Marketing</td>
<td>HL</td>
<td>4</td>
</tr>
</tbody>
</table>

Note: VRQ denotes “vocationally related qualification” and HL “higher level”.

2. Scottish Credit and Qualifications Framework (SCQF)

This is a partnership between different Scottish agencies covering all aspects of education up to and including higher education, and seeks to work closely with employers and providers of education.

Further information about the SCQF is on their website:

http://www.scqf.org.uk/AboutUs/The-SCQF-Partnership-Home.aspx

The Chartered Institute of Marketing’s qualifications (Syllabus launched in 2008):

- Introductory Certificate in Marketing
- Professional Certificate in Marketing
- Professional Diploma in Marketing
- Chartered Postgraduate Diploma in Marketing
are listed on the Scottish Credit and Qualifications Framework (SCQF). The SCQF has more levels than the NQF as it has broken down the levels of qualifications much more.

http://www.scqf.org.uk/SCQF_CourseSearch.aspx

CIM Qualifications’ Equivalence with the UK Frameworks (NQF and SCQF) and the Framework for Higher Education (FHEQ)

The table below gives details of the NQF and SCQF levels with broad indications of the equivalent levels in the Framework for Higher Education Qualifications (FHEQ). This framework gives qualification descriptors for the main qualifications at each level. The descriptors for honours, masters, and doctoral degrees are equivalent across the UK.

The table below show the how the different frameworks compare across levels. The level indicates the amount of study and levels of difficulty undertaken by each CIM qualification, and how it equates to equivalent study across levels within the different frameworks.

**UK National Frameworks**

<table>
<thead>
<tr>
<th>CIM Qualifications</th>
<th>National Qualifications Framework (NQF)</th>
<th>Scottish Credit and Qualifications Framework (SCQF)</th>
<th>QAA Framework (FHEQ)</th>
<th>Equivalent Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chartered Postgraduate Diploma in Marketing (Level 7)</td>
<td>Level 8 Specialist awards</td>
<td>Level 12 Doctoral degrees</td>
<td>D (doctoral) doctorates</td>
<td></td>
</tr>
<tr>
<td>Professional Diploma (Level 6)</td>
<td>Level 7 Level 7 Diplomas</td>
<td>Level 11 Masters degrees</td>
<td>M (masters) masters degrees, postgraduate certificates and diplomas</td>
<td>Masters Degree Graduate Diploma</td>
</tr>
<tr>
<td>Professional Certificate (Level 4)</td>
<td>Level 6 Level 6 Diplomas</td>
<td>Levels 9-10 Bachelors Graduate awards</td>
<td>H (honours) bachelor degrees, graduate certificates and diplomas</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Introductory Certificate (Level 3)</td>
<td>Level 5 Level 5 BTEC Higher National Diploma</td>
<td>Level 8 Higher National Diplomas</td>
<td>I (intermediate) diplomas of higher education and further education, foundation degrees, higher national diplomas</td>
<td>Advanced Diploma</td>
</tr>
<tr>
<td></td>
<td>Level 4 Level 4 Certificate</td>
<td>Level 7 Higher National Certificates</td>
<td>C (certificate) certificates of higher education (First year of degree)</td>
<td>Diploma</td>
</tr>
<tr>
<td></td>
<td>Level 3 A levels</td>
<td>Level 6 National certificates</td>
<td>“A” Level standard</td>
<td>Advanced Certificate</td>
</tr>
</tbody>
</table>
3. The Open University

The Chartered Institute of Marketing submitted four qualifications (Syllabus 2008/9) for independent credit rating by the Open University in 2010:

- Introductory Certificate in Marketing
- Professional Certificate in Marketing
- Professional Diploma in Marketing
- Professional Postgraduate Diploma in Marketing

The Open University assigns credit against the established higher education benchmarks agreed by the Quality Assurance Agency (QAA) and the higher education credit consortia (FHEQ)

All awards for new study are determined by academic experts within the particular field of study. Account is taken of the programme’s objectives, learning outcomes and assessment methodology.

On this basis the Institute's qualifications have been given the following credits for holders of these from July 2009 onwards. The FHEQ levels are mentioned in the Frameworks diagram on page 4 of this document. One point equates to ten hours of study.

**Introductory Certificate in Marketing**: 12 credits, FHEQ Level 3 (each unit has 6 credits)

**Professional Certificate in Marketing**: 40 credits, FHEQ Level 4 (each unit has 10 credits)

**Professional Diploma in Marketing**: 60 credits, FHEQ Level 6 (each unit has 15 credits)

**Chartered Postgraduate Diploma in Marketing**:

**Stage 1**: 60 credits at Postgraduate Level 7 FHEQ

Emerging Themes and Managing Corporate Reputation each have 10 credits; Analysis and Decision, and Marketing Leadership and Planning, each have 20 credits

**Stage 2**: Leading Marketing: 60 credits at Postgraduate Level 7 FHEQ

The Chartered Postgraduate Diploma in Marketing has 120 credits for the two stages.

For information on the various credit ratings offered to the CIM, please see the web link below:

[http://www3.open.ac.uk/credit-rating/institutes/000031.shtm](http://www3.open.ac.uk/credit-rating/institutes/000031.shtm)

4. European Qualifications Framework (EQF)

The European Union decided as part of its dedication to lifelong learning for citizens in the countries of the European Union (EU), to establish a framework – the European Qualifications Framework (EQF) that will act as a common denominator for the different European education systems, and will thus allow EU citizens to carry their learning across boundaries and combine qualifications from different countries within the EU.

“*This proposal responds to the political mandate described above and its emphasis on lifelong learning. The main purpose of the EQF is to act as a translation device and neutral*
reference point for comparing qualifications across different education and training systems and to strengthen co-operation and mutual trust between the relevant stakeholders. This will increase transparency, facilitate the transfer and use of qualifications across different education and training systems and levels."

Quote from Proposal on the establishment of the European Qualifications Framework for lifelong learning (presented by the Commission of the European Communities: Brussels 5.9.2006)

The various frameworks within the UK have been coordinating with each other to establish definitive equivalencies between the levels of the UK frameworks and the European Qualifications Framework. A report has been issued this year by the National Coordination Points (a group that comprises members of the different frameworks). The conclusions of the report stated that the NCP has established clear links between the UK frameworks and the level descriptors used in the EQF. The diagram below shows the relationship of links to date between the EQF, the SCQF, and CIM qualifications:

<table>
<thead>
<tr>
<th>EQF</th>
<th>SCQF</th>
<th>CIM qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>11</td>
<td>Chartered Postgraduate Diploma</td>
</tr>
<tr>
<td>6</td>
<td>9-10</td>
<td>Professional Diploma in Marketing</td>
</tr>
<tr>
<td>5</td>
<td>7</td>
<td>Professional Certificate in Marketing</td>
</tr>
<tr>
<td>4</td>
<td>6</td>
<td>Introductory Certificate in Marketing</td>
</tr>
</tbody>
</table>

For more information on the EQF and its background, please see the web link below:


5. The European Marketing Confederation (EMC)

The European Marketing Confederation is the umbrella organisation for marketing, sales, and communication associations in Europe. Its mission is the “promotion and the development of marketing as the fundamental business process leading to economic growth and prosperity and the improvement of the competitive position of Europe’s trade, industry and commerce.”

The aim of the organisation is to promote the voice of the marketing profession within Europe and the function of marketing as a vital element in business.

For more background information on the EMC, please see the web link below:

http://www.emc.be/

A European Marketing Certification and Qualifications (EMCQ) Framework has been developed to establish an accreditation system for the marketing and sales profession across Europe. The framework aims to analyse and compare marketing roles, activities, skills, and awards in Europe. The EMCQ certificate includes an academic level and links the qualification to marketing jobs/roles in the industry.

This framework is closely based on the principles of the EQF system (see section four above).
At present two of the CIM's qualifications are in the framework:

<table>
<thead>
<tr>
<th>CIM qualification</th>
<th>EMCQ certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introductory Certificate in Marketing (NQF Level 3)</td>
<td>Marketing Basics for Non Marketers</td>
</tr>
<tr>
<td>Professional Certificate in Marketing (NQF Level 4)</td>
<td>Marketing Assistant</td>
</tr>
</tbody>
</table>

6. European Credits and Transfer System (ECTS)

The European Credit and Transfer System (ECTS) is a system that deals with degrees awarded by higher education in European countries. The ECTS system aims to make teaching and learning in higher education more transparent across Europe and facilitates the recognition of degree studies. It allows for the transfer of learning experiences between different institutions, student mobility, and flexibility in gaining qualifications.

Two UK higher education credits equate to one ECTS credit. The Chartered Institute of Marketing's qualifications do have a broad equivalence to the ECTS system, due to the credits awarded by The Open University (see section three).

**Introductory Certificate in Marketing**: 12 credits, FHEQ Level 3 (each unit has 6 credits)
- What is Marketing? 6 UK credits, 3 ECTS credits
- Understanding Customer Relationships 6 UK credits, 3 ECTS credits

**Professional Certificate in Marketing**: 40 credits, FHEQ Level 4 (each unit has 10 credits)
- Marketing Essentials 10 UK credits, 5 ECTS credits
- Assessing the Marketing Environment 10 UK credits, 5 ECTS credits
- Marketing Information and Research 10 UK credits, 5 ECTS credits
- Stakeholder Marketing 10 UK credits, 5 ECTS credits

**Professional Diploma in Marketing**: 60 credits, FHEQ Level 6 (each unit has 15 credits)
- Marketing Planning Process 15 UK credits, 7.5 ECTS credits
- Delivering Customer Value Through Marketing 15 UK credits, 7.5 ECTS credits
- Managing Marketing 15 UK credits, 7.5 ECTS credits
- Project Management for Marketing 15 UK credits, 7.5 ECTS credits

**Chartered Postgraduate Diploma in Marketing**:

**Stage 1**: 60 credits at Postgraduate Level 7 FHEQ
- Emerging Themes 10 UK credits, 5 ECTS credits
- Analysis and Decision 20 UK credits, 10 ECTS credits
- Marketing Leadership and Planning 20 UK credits, 10 ECTS credits
- Managing Corporate Reputation 10 UK credits, 5 ECTS credits

**Stage 2**: Leading Marketing: 60 credits at Postgraduate Level 7 FHEQ
- Leading Marketing 60 credits at Postgraduate Level 7 FHEQ, 30 ECTS credits

For more information on the ECTS please see the web link below: