

## THE NEW SYLLABUS FOR CIM COURSE 2024

In an effort to reflect emerging trends in the Marketing discipline, CIM - UK has launched a new syllabus which comes into effect in August 2024. Students will have the option to either do the Extended or Core syllabus.

<b>Level 3- Foundation Certificate in Professional &amp; Digital Marketing (24 Credits)</b>			<b>Level 3- Foundation Extended Certificate in Professional &amp; Digital Marketing (36 credits)</b>	
<b>Route 1</b> (12 Credits Each)	<b>Route 2</b> (12 Credits Each)		<b>Level 3</b> (12 Credits Each)	
<ul style="list-style-type: none"> <li>➤ Marketing Essentials</li> <li>➤ Content &amp; Channels</li> </ul>	<ul style="list-style-type: none"> <li>➤ Marketing Essentials</li> <li>➤ Marketing Insights</li> </ul>		<ul style="list-style-type: none"> <li>➤ Marketing Essentials</li> <li>➤ Content &amp; Channels</li> <li>➤ Marketing Insights</li> </ul>	
<b>Level 4- Certificate in Professional &amp; Digital Marketing (50 credits)</b>		<b>Level 4- Certificate in Professional &amp; Digital Marketing (50 credits)</b>	<b>Level 4- Extended Certificate/ Certificate in Professional &amp; Digital Marketing (60 credits)</b>	
<b>Route 1</b>		<b>Route 2</b>	<b>CIM Level 4 Certificate in Professional &amp; Digital Marketing (50 credits)</b>	
Marketing Impact (20 credits)		Marketing Impact (20 credits)	Marketing Impact (20 credits)	
10 credits each		10 credits each	10 credits each	
Responsible Marketing <b>OR</b> Planning Integrated Campaigns		Responsible Marketing & Planning Integrated Campaigns	Select <b>ONE</b> option not already completed	
Select <b>TWO</b> options		Select <b>ONE</b> option	Responsible Marketing	Planning Integrated Campaigns
Content Marketing	Search Engine	Content Marketing	Search Engine	Content Marketing
				Search Engine

	Optimisation		Optimisation		Optimisation
Martech	Social Media Marketing	Martech	Social Media Marketing	Martech	Social Media Marketing
<b>Level 6- Diploma in Professional &amp; Digital Marketing (50 credits)</b>		<b>Level 6- Diploma in Professional &amp; Digital Marketing (50 credits)</b>		level 6- Extended Diploma/ Diploma in Professional & Digital Marketing (60 Credits)	
<b>Route 1</b>		<b>Route 2</b>		<b>Route 1 or 2 (50 credits)</b>	
Strategy & Planning (20 credits)		Strategy & Planning (20 credits)		Customer Journey Optimisation	Brand Proposition
10 credits each		10 credits each		Content Strategy	
Commercial intelligence <b>OR</b> Societal impact		Commercial intelligence <b>OR</b> Societal impact			
Customer Journey Optimisation	Brand Proposition	Customer Journey Optimisation	Brand Proposition	AI Marketing	E-Commerce
Content Strategy		Content Strategy		Search Engine Optimisation & Paid Search Management	Socia Media Management
Select TWO options		Select ONE option		Select <b>ONE</b> option not already completed	
		AI Marketing	E-Commerce		
		Search Engine Optimisation & Paid Search Management	Social Media Management		
		Select ONE option			