



# **CIM Qualifications Specification**

## **Level 6 Qualification Specification:**

### **CIM Level 6 Specialist Award in Content Strategy**



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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.



# Specialist Awards

The CIM Level 6 Specialist Awards have been developed for Marketing Managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. Successful completion of a Specialist Award will equip the student with the knowledge, skills and understanding to support decision making within a digital context at an operational level and carry out an essential and successful professional marketing role within the workplace. These Specialist Awards provide marketers with focused knowledge and expertise in specific areas of digital marketing while at the same time fitting in with either current career goals, CPD or areas of interest within the Digital marketing sphere. These qualifications are designed to enhance skills, improve career prospects, and demonstrate a high level of proficiency in a particular marketing area.

## Module Aim

Content marketing management is essential for addressing important audience questions as well as building trust, developing relationships and improving conversions. This module provides a strategic approach to content marketing management that aligns to wider marketing goals. You will gain skills to enable the creation an effective content strategy and manage its implementation, including the approval of appropriate copy for a variety of audiences.

## Qualification Structure

### Qualification Sizes:

Qualification Title	Size
CIM Level 6 Specialist Award in Content Strategy	10 Credits (100 TQT) (80 GLH)

## Module Purpose

This Specialist Award develops knowledge and skills to enable a strategic approach to content planning and the selection of appropriate channels. It covers three areas: the first area develops skills to create a targeted content strategy to deliver wider marketing goals, the second area covers how content can be successfully planned and distributed; and the third area develops skills to review and approve effective copy for a variety of target audiences.

# Module Content

Learning Outcome	Assessment criteria	Indicative content
1. Develop a targeted content strategy to meet wider marketing goals	1.1 Develop content goals to meet wider marketing goals	<ul style="list-style-type: none"> <li>● Process and measurement</li> <li>● Content pillars</li> <li>● Purpose</li> <li>● Audience</li> <li>● Customer journey</li> <li>● Story/ messaging</li> <li>● Acquisition, conversion, retention</li> </ul>
	1.2 Prepare a content strategy to deliver on content goals	<ul style="list-style-type: none"> <li>● Content audit and analysis</li> <li>● Content goals</li> <li>● Keyword research</li> <li>● ACPRA (Awareness, Consideration, Purchase, Retention, Advocacy) and Marketing funnels</li> <li>● Content strategy principles e.g. Behavioural, Essential, Strategic and Targeted (BEST)</li> <li>● Content Themes (i.e. leadership, operational excellence, product innovations, industry trends, etc)</li> <li>● Content Governance (e.g. policies and guidelines, process and workflow, content management life cycle, RACI- Responsible, Accountable, Consulted, Informed)</li> <li>● Resources               <ul style="list-style-type: none"> <li>○ Human</li> <li>○ Physical</li> <li>○ Financial</li> </ul> </li> <li>● Models for content effectiveness (e.g. Hub, Hero and Hygiene model).</li> <li>● Content scheduling</li> </ul>
2. Plan the creation and distribution of effective content	2.1 Assess relevant content media to deliver content marketing goals	<ul style="list-style-type: none"> <li>● Content plan</li> <li>● Content media               <ul style="list-style-type: none"> <li>○ Articles</li> <li>○ Blogs</li> <li>○ Video</li> <li>○ Podcast</li> <li>○ Infographics</li> <li>○ Whitepapers</li> <li>○ Case Studies</li> <li>○ Webinars</li> <li>○ Ebooks</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ E-Newsletters</li> <li>○ User-generated</li> <li>○ Virtual reality</li> <li>○ Augmented reality</li> <li>● Content-driven experience</li> <li>● Content curation</li> <li>● Content creation</li> <li>● Content audit – own organisation, competitor</li> <li>● Content marketing mix – Entertain, Inspire, Educate, Convince</li> </ul>
	<p>2.2 Determine suitable paid and owned channels to distribute content</p>	<ul style="list-style-type: none"> <li>● Channels <ul style="list-style-type: none"> <li>○ Social media platforms</li> <li>○ Email</li> <li>○ Websites</li> <li>○ Blogs</li> <li>○ Paid advertising</li> <li>○ Influencer marketing</li> <li>○ PR</li> </ul> </li> <li>● KPIs and metrics</li> <li>● Artificial Intelligence (AI)</li> <li>● Paid, owned and earned media (POEM)</li> </ul>
<p>3. Rationalise effective copy and select appropriate channels for selected target audiences</p>	<p>3.1 Identify key characteristics of target audiences</p>	<ul style="list-style-type: none"> <li>● Customer journey stages</li> <li>● Personas</li> <li>● Demographics</li> <li>● Psychographics</li> <li>● Webographics</li> <li>● Pain-points and challenges,</li> <li>● Tone of voice.</li> </ul>
	<p>3.2 Justify copy for a variety of target audiences using appropriate content formats and channels.</p>	<ul style="list-style-type: none"> <li>● Content formats <ul style="list-style-type: none"> <li>○ text</li> <li>○ visual</li> <li>○ interactive</li> <li>○ audio</li> <li>○ mixed media</li> </ul> </li> <li>● Selection criteria for channels.</li> <li>● Adapting – <ul style="list-style-type: none"> <li>○ tone,</li> <li>○ language</li> <li>○ messaging</li> </ul> </li> <li>● Customisation</li> <li>● Cultural sensitivities</li> <li>● Ethical issues</li> <li>● Tracking metrics</li> </ul>

		<ul style="list-style-type: none"><li>• Content types – new forms of infographics e.g. ‘Guestographics’, ‘Instructographics’</li><li>• Content structure e.g. Storytelling, 3-Act structure</li><li>• Copywriting formulas<ul style="list-style-type: none"><li>○ PAS- Problem, Agitation and Solution</li><li>○ AIDA- Awareness, Interest, Desire and Action</li><li>○ 4C’s- Clear, Concise, Credible and Compelling</li></ul></li></ul>
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# Credits, Total Qualification Time (TQT), Guided Learning Hours (GLH)

The CIM Level 6 Award has been calculated as carrying 10 credits, which equates to approximately 100 hours of Total Qualification Time (TQT) and 80 Guided Learning Hours (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

# Assessment

The assessment method for this module is an Onscreen assessment utilising Multiple Choice Testing. Assessments are employer-driven, practitioner-based, relevant, and appropriate for business needs.

Module	Assessment Type	Availability
Content Strategy	Onscreen Multiple-Choice Test 45 questions 90 Minutes	6x 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 needs to achieve 60% or above.

# 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

There may be incidents where candidates may require special consideration and reasonable adjustments to the delivery and assessment of qualifications. In the event of this, Study Centres or candidates should review the Reasonable Adjustments and Special Considerations policy which is available to candidates on the **MyCIM Portal** once they are registered.

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.

# Accreditation of Prior Learning (APL) and Exemptions

Further guidance on APL and exemptions can be found in CIM Exemptions policy. Please contact [exemptions@cim.co.uk](mailto:exemptions@cim.co.uk)

## 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, sample tests and more.

## Progression Opportunities

All of our Level 6 qualifications are undertaken by learners who are either integrating the module into their undergraduate or postgraduate marketing degree, or who are already working within the industry, typically in roles such as Marketing Executive or Marketing Manager. As such, the Level 6 qualifications are designed to support progression within mid to senior-level marketing roles, enhancing strategic thinking and leadership capability. Alternatively, they provide a strong foundation for further academic or professional development, including progression to a Level 7 qualification or related postgraduate study.

# Command Verbs

CIM Level 6 Specialist Award

Command word	Interpretation of command word
<p><b>Analyse</b> Examine a topic together with thoughts and judgements about it.</p>	<p>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.</p>
<p><b>Appraise</b> Evaluate, judge or assess.</p>	<p>Provide a comprehensive and detailed critique of the subject area demonstrating an in-depth understanding and awareness.</p>
<p><b>Argue</b> Provide reasoned arguments for or against a point and arrive at an appropriate conclusion.</p>	<p>Engage in debate in a professional manner evidencing a comprehensive understanding and application of key principles.</p>
<p><b>Assess</b> Evaluate or judge the importance of something, referring to appropriate schools of thought.</p>	<p>Synthesise and assess new and/or abstract information and data in the context of a broad range of problems, using a range of techniques.</p>
<p><b>Collect</b> Systematically gather a series of items over a period of time.</p>	<p>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.</p>
<p><b>Compare and contrast</b> Look for similarities and differences between two or more factors leading to an informed conclusion.</p>	<p>Synthesise and analyse the similarities and differences between two or more contexts.</p>
<p><b>Create</b> Bring something into existence for the first time.</p>	<p>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.</p>
<p><b>Critically Evaluate</b>  As with evaluate but with a critical eye to form a well-informed judgement or conclusion</p>	<p>To assess or judge the value, quality, or significance of something in a thorough, analytical, and discerning manner, taking into account multiple perspectives, evidence, and implications. Examining the strengths and weaknesses, considering alternative viewpoints, and questioning assumptions or biases to arrive at a well-founded and balanced judgment or conclusion</p>
<p><b>Define</b> Write the precise meaning of a word or phrase. Quote a source if possible.</p>	<p>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.</p>

<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>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>Prioritise</b>	Determine the order for dealing with according to their relative importance
<b>Provide</b>	Make available for use; supply
<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.