

Progression from LCCI Level 3 Marketing (ASE3025) to Chartered Institute of Marketing (CIM) Professional Qualifications

This is to confirm that the LCCI Level 3 Marketing qualification, which is the core subject in the Level 3 Group Diploma in Marketing, will still be accepted after June 2009 by the Chartered Institute of Marketing (CIM) as an entry point to its professional qualifications.

As an Ofqual (formerly QCA) accredited qualification, the LCCI Level 3 Marketing is recognised as NQF Level 3. As a result, holders of the qualification are accepted on the CIM Professional Diploma in Marketing, until June 2009, after which the current syllabus will no longer be available. From July 2009, holders of the qualification will be accepted on the new higher levelled Professional Certificate in Marketing.

The change in entry point after June 2009 is as a result of the major syllabus and NQF level changes made by the CIM to its qualifications. The CIM Professional Certificate, which was a NQF Level 3, has been revised to a NQF Level 4, and the CIM Professional Diploma, which was a Level 4, has been revised to a NQF Level 6 qualification.

It is important to note that while LCCI students will only be able to progress directly to the new CIM Professional Certificate after June 2009, this qualification is a NQF level 4 qualification, and as such, has similar recognition and professional value as the previous Professional Diploma. In addition, CIM Accredited Study centres can accept students on the Professional Diploma in Marketing if they believe the students have sufficient knowledge and experience to enter a Level 6 qualification.