



Command Words

Level 3 Foundation Certificate in Professional Marketing

Command word	Interpretation of command word
Analyse	Separate information into components and identify their characteristics
Apply	Put into effect in a recognised way
Argue	Present a reasoned case
Assess	Make an informed judgement
Calculate	Work out the value of something
Comment	Present an informed opinion
Compare	Identify similarities
Complete	Finish a task by adding to given information
Consider	Review and respond to given information
Contrast	Identify differences
Criticise	Assess worth against explicit expectations
Debate	Present different perspectives on an issue
Deduce	Draw conclusions from information provided
Define	Specify meaning
Describe	Set out characteristics
Develop	Take forward or build upon given information
Discuss	Present key points
Estimate	Assign an approximate value
Evaluate	Judge from available evidence
Examine	Investigate closely
Explain	Set out purposes or reasons
Explore	Investigate without preconceptions about the outcome
Give	Produce an answer from recall
Identify	Name or otherwise characterise
Illustrate	Present clarifying examples
Interpret	Translate information into recognisable form
Justify	Support a case with evidence
Outline	Set out main characteristics
Prove	Demonstrate validity on the basis of evidence
Recommend	Put forward proposals, supported by a clear rationale



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Relate	Demonstrate connections between items
Review	Survey information
State	Express in clear terms
Suggest	Present a possible case
Summarise	Present principal points without detail



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Level 4 Certificate in Professional Marketing

Command word	Interpretation of command word
Analyse Examine a topic together with thoughts and judgements about it.	Identify components of a broad range of models and the relationship between these components. Draw out and relate implications.
Appraise Evaluate, judge or assess.	Can provide a detailed account of the subject area including key theories and models.
Argue Provide reasoned arguments for or against a point and arrive at an appropriate conclusion	Produce reasoned arguments in response to a given brief using terminology correctly.
Assess Evaluate or judge the importance of something, referring to appropriate schools of thought	Examine closely with a view to measuring a particular situation taking account of strengths and weaknesses, for and against
Collect Systematically gather a series of items over a period of time	Systematically gather a series of items over a period of time which demonstrate a knowledge of the marketing discipline
Compare and contrast Look for similarities and differences between two or more factors leading to an informed conclusion	Identify the similarities and differences between two or more factors
Create Bring something into existence for the first time	Create a range of documents relevant to marketing using a range of communication methods and approaches
Define Write the precise meaning of a word or phrase. Quote a source if possible.	Define key words and terminology relevant to marketing
Describe Give a detailed account of something	Provide a thorough description of some non-routine ideas and information and present a clear description and account of the findings
Develop Take forward or build on given information	Build on given information using a range of information and ideas



Demonstrate Explain, using examples.	Clearly explain a range of ideas, using illustrative examples to underpin concepts used.
Determine Use research to check or establish something.	Use routine professional skills, techniques, practices and/or materials relevant to marketing to identify evidence to support a course of action.
Discuss Investigate or examine by argument and debate, giving reasons for and against.	Examine closely taking account of strengths and weaknesses in an argument, offer reasons for and against.
Evaluate Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability.	Make an appraisal of the worth, effectiveness or usefulness of something.
Explain Make plain, interpret and account for, enlighten, give reasons for.	Give a detailed response (definition and explanation) as to how/why something may benefit or present a barrier.
Identify List the main points or characteristics of a given item.	Can give the name and identifying characteristics; usually used in conjunction with other command words such as identify and explain.
Illustrate Give examples to make points clear and explicit.	Use a wide variety of examples to underpin the concepts you use.
Justify Support recommendations, explanations or arguments, with valid reasons for and against.	Explain why/give reasons to support your statements.
Outline Set out main characteristics or general principles, ignoring minor details.	State the main characteristics and key points from a range of sources.
Plan 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.
Present Exhibit something to others.	Present arguments, information or ideas, which are routine to marketing, to others. Convey complex ideas in a well-structured and coherent form.



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Recommend Put forward proposals, supported by a clear rationale.	Make a judgement and give some support and reason for your recommendations.
Reflect Think carefully about something, consider something, review something that has happened or has been done.	Review and/or think carefully about something in order to assess reasons for its success or failure or identify improvements that can be made.
State Present in a clear brief form.	Present new and/or abstract data and information in a clear and concise manner.
Summarise Give a concise account of the key points, omit details and examples.	Summarise information and arrange in a logical manner.



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Level 6 Diploma in Professional Marketing

Command word	Interpretation of command word
<p>Analyse 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>Appraise 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>Argue 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>Assess 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>Collect 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>Compare and contrast 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>Create 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>Define 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>



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Demonstrate 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.
Describe 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.
Determine 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.
Develop 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.
Discuss Investigate or examine by argument and debate, giving reasons for and against.	Produce detailed and coherent arguments in response to well-defined and abstract problems using relevant marketing language.
Evaluate Make an appraisal of the worth (or not) of something, its validity, reliability, effectiveness, applicability.	Select from a range of techniques to critically evaluate complex, contradictory information to support conclusions and recommendations and in the process review its reliability, validity and applicability.
Explain Make plain, interpret and account for, enlighten, give reasons for.	Present complex information evidencing comprehensive knowledge, understanding and application of key principles.
Identify List the main points or characteristics of a given item.	Critically identify elements of complex marketing problems and issues.
Illustrate 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.
Justify Support recommendations, explanations or arguments, with valid reasons for and against.	Communicate well-structured and coherent arguments relevant to marketing.



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Outline 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.
Plan 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.
Present Exhibit something to others.	Make formal presentations about specialised topics to informed audiences that include professional peers, senior colleagues and specialists.
Recommend Put forward proposals, supported by a clear rationale.	Produce reliable and valid conclusions and proposals based on abstract data and situation, appropriately contextualised to a marketing context.
Reflect 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.
State Present in a clear brief form.	Present new and/or abstract data in a clear and concise manner, appropriately contextualised to a marketing context.
Summarise 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.



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Level 7 Postgraduate Diploma in Marketing

Command Word	Postgraduate level
Analyse: Examine a topic together with thoughts and judgements about it.	Can analyse complex, incomplete or contradictory areas of knowledge and diverging schools of thought using appropriate models, principles and definitions. Can analyse a range of models and schools of thought independently demonstrating critical awareness and originality of thought.
Appraise Evaluate, judge or assess.	Can evidence a depth of understanding and a substantial body of knowledge working with ideas and models that are at the forefront of the discipline. Can demonstrate awareness of and ability to articulate the implications of conflicting ethical dilemmas.
Argue Provide reasoned arguments for or against and arrive at an appropriate conclusion.	Can critically analyse complex, incomplete or contradictory areas of knowledge of a strategic nature and communicate the outcome effectively.
Assess Evaluate or judge the importance of something, referring to appropriate schools of thought.	Can assess a wide range of theoretical principles/methodologies, applicable to the discipline and their own work and apply these within a senior marketing management context.
Compare and contrast Look for similarities and differences leading to an informed conclusion.	Can synthesise and analyse the similarities and differences between two or more contexts, in a manner that is innovative and original.
Define Write the precise meaning of a word or phrase. Quote a source if possible.	Can define key words reflective of a body of knowledge at level 7. Can show that the distinctions contained or implied in the definition are necessary or desirable.
Describe Give a detailed account of.	Can critically analyse complex, incomplete or contradictory ideas and information and can present the findings clearly and effectively.



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Demonstrate Explain, using examples.	Can explain and utilise theories and concepts from the forefront of the discipline/practice demonstrating a mature and analytical understanding and awareness of principles and practice at a strategic level.
Discuss Investigate or examine by argument and debate, giving reasons for and against.	Can synthesise information, with critical awareness in a manner which is innovative and original using language which is appropriate at a senior level.
Evaluate Make an appraisal of the value (or not) of something, its validity, reliability, applicability.	Can critically evaluate complex, unpredictable and contentious information, often in a specialist context and arrive at informed conclusions and argue alternative approaches.
Explain Make plain, interpret and account for, enlighten, give reasons for.	Can present complex, incomplete or contradictory areas of knowledge of a strategic nature and communicate the information effectively.
Illustrate Give examples to make clear and explicit, to demonstrate.	Can apply relevant contemporary issues demonstrating a mature and analytical understanding and awareness of strategic issues that are at the forefront of the discipline.
Justify Support recommendations, explanations or arguments, with valid reasons for and against.	Can articulate complex arguments with critical awareness in a manner which is innovative and original.
Outline Give main features or general principles, ignoring minor details.	Can selectively identify valid and relevant information from a range of sources relevant to level 7.
Recommend Put forward proposals, supported with a clear rationale.	Can produce reliable, valid and incisive conclusions and proposals based on complex, incomplete or contradictory data or information, appropriately contextualised to a given context.
State Present in a clear brief form.	Can present complex, incomplete or contradictory data or information in a clear and concise manner, appropriately contextualised to a given context.
Summarise Give a concise account of the key points, omit details and examples.	Can summarise complex, contradictory or contentious information in a logical and concise manner.