



CIM

The Chartered
Institute of Marketing

TR341

Page Count Guidance (April 2016 assessment session onwards)

The CIM Page Count Guidance relates to assignment modules within the following CIM qualifications:

Level 3 Foundation Certificate in Marketing
Level 4 Certificate in Professional Marketing
Level 6 Diploma in Professional Marketing

It also relates to all stand-alone modules (Qualification Awards) which are assessed by assignment.

The page count guidance provides clear direction and minimises potential ambiguity.

For **Level 7 Post Graduate Diploma in Marketing and CAM Diploma(s)** – please refer to the individual assignment briefs for word count/page count guidance. Font sizes are as recommended for Levels 3, 4 and 6.

Definition of recommended page count limit.

One page is equal to one A4 'side'.

Areas **included** in the recommended page count limit are:

- **All** materials **after** any Title Page and/or Table of Contents and **before** References and/or Bibliography and/or Appendices. (*All materials include; tables, charts, illustrations, screen shots, photographs*).

Areas **excluded** from the recommended page count limit are:

- Title Page, Table of Contents, References, Bibliography and Appendices.

Candidates must indicate the total number of pages (those included in the recommended page count limit) used for each task, this must be indicated on the front cover of the assignment. Candidates **must** number each page for ease of reference. Each task must be started on a new page.

For *some* tasks, eg, Blogs, a recommended number of words is given as an alternative to the page count.

Good Practice Guidelines for Assessment Production.

The **recommended page/word count limit** has been set by the examiners as being suitable for candidates to produce a concise, professional document that covers all of the assessment criteria covered by the brief. Submissions that exceed the recommended page/word count limit are likely to contain irrelevant material that can restrict the emphasis on key points relevant to the brief/task and may result in marks not being awarded. Equally, submissions that are below the recommended page/word count limit are unlikely to contain sufficient detail to gain high marks.

Please note that for Strategic Marketing a maximum page count applies and must be adhered to.

Presentations.

When a task requires candidates to produce presentation slides, with supporting notes, the slide must be a half a page of A4 and the notes no more than half a page of A4 and a recommended limit of 100 words. Guidance on inserting presentation slides into text documents is available on MyCIM under Guidance and Policies, Hints and Tips for writing assignments.

Presentation of assignments.

Candidates should present their work professionally, using legible tables and diagrams to support and/or illustrate the text. Unless tables and diagrams are specified as a requirement of a task, they can be included in either the appendix or the main body of the text. If tables are included as appendices, the findings must be summarised or referenced within the main body of the text for marks to be awarded.

The typographical guidance is laid out in *Appendix One* of this document.

Candidates **must** insert their membership number and the module title (9 point) in the page header and insert page numbers (9 point) in the page footer. Candidates **must not** include their name in any part of the assignment.

Appendices.

Appendices should only be included where necessary and should be used to accommodate tables and diagrams to support/illustrate the main body of the text. Marks **are not** awarded for work included in the appendices, and these should not be used as alternative locations for work that should appear in the main text. Appendices **should not** include published secondary information, such as annual reports or company literature.

Other related CIM policies and documents

Other CIM policies and documents can be found on MyCIM, Guidance and Policies, and on the CIM Tutor Zone, Policies.

Policy Owner: Head of Qualifications
Review Period: August-October 2016

APPENDIX ONE

TYPOGRAPHIC GUIDANCE FOR ASSIGNMENTS LEVEL 3, LEVEL 4 AND LEVEL 6

Body text

Font: Arial, Times New Roman or Calibri

Font Size: 11 point minimum

Text Style: Normal

Headings

Font: Arial, Times New Roman or Calibri

Font size: 11 point minimum

Text style: Bold

Page setup

- Top: 2.54 cm
- Bottom: 2.54 cm
- Left: 2.54 cm
- Right: 2.54 cm
- Header: 1.25 cm
- Footer: 1.25 cm
- Single line spacing

Tables

Font and font size: Arial, Times New Roman or Calibri 9 point minimum.

Tables, diagrams and charts must not be further compressed.

Header: Candidates **MUST** insert the unit name and their membership number, 9pt

Footer: Insert page numbers, 9pt.