



# Foundation Certificate in Professional Marketing

The Chartered Institute of Marketing (CIM) Foundation Certificate in Professional Marketing aims to equip students with the skills, knowledge and understanding to perform professionally in a support-level marketing role.

## Learning Outcomes

Upon successful completion of this course, graduates will be able to:

- Develop a good understanding of the wider role of marketing.
- Understand a number of key concepts and be able to apply them to the business environment.
- Build the understanding of the importance of customer relationships and discover the way in which marketing communications can be used as a tool of engagement.
- See how the practical skills can be applied to future career progression.

## **RUSHMORE BUSINESS SCHOOL**

RUSHMORE COMPLEX,  
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## STUDY MODE

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Full Time / Part Time

## DURATION

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6 Months

## TUITION FEES (USD)

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4,000

(Tuition fees excluding Registration Fees and Assessment payable to CIM)

## ENTRY REQUIREMENTS

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SC or GCE O-Levels or equivalent

## HOW TO APPLY

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Complete and submit the attached application form along with:

- four passport photos,
- a copy of your national ID
- a copy of your birth certificate
- copies of all your academic transcripts and certificates
- an application fee of USD 100

You may send us a scanned or electronically-filled copy of your application (along with the relevant documents) and settle the application fee via bank transfer.

## Awarding Institution

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Chartered Institute of Marketing (UK)

## Course Structure

### Modules

- Marketing Principles
- Communications in Practice

