



# Diploma in Professional Marketing

The Chartered Institute of Marketing (CIM) Diploma in Professional Marketing aims to provide students with knowledge, skills and understanding required at management level to take a strategic approach to marketing.


## Learning Outcomes

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

- Take a strategic approach to planning that achieves a sustainable competitive advantage.
- Understand a range of measurement techniques which enables organisations to achieve marketing insights and strategic decision making.
- Take a visionary approach and embed innovation through the lens of entrepreneurial marketing.
- Examine how the management of digital channels and the application of key digital measures help to achieve business objectives.

## RUSHMORE BUSINESS SCHOOL

RUSHMORE COMPLEX,  
SODNAC LINK ROAD,  
QUATRE BORNES,  
MAURITIUS

 (230) 696 2671

 [registry@rbs.ac.mu](mailto:registry@rbs.ac.mu)

 [www.rbs.ac.mu](http://www.rbs.ac.mu)

## STUDY MODE

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Full Time / Part Time

## DURATION

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1 Year

## 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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Certificate in Professional Marketing or any other equivalent qualification.

## 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

1. Marketing and Digital Strategy
2. Innovation in Marketing
3. Managing Brands

