



CIM Level 3 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,
SODNAC LINK ROAD,
QUATRE BORNES,
MAURITIUS

 (230) 696 2671

 registry@rbs.ac.mu

 www.rbs.ac.mu

STUDY MODE

Full Time / Part Time

DURATION

6 Months

TUITION FEES (RS)

99,000

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

ENTRY REQUIREMENTS

SC or GCE O-Levels or equivalent

HOW TO APPLY

Complete and submit the attached application form along with:

- two 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 Rs 1000

Your application may be submitted in person at Rushmore Business School's Registry

or

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

Chartered Institute of Marketing (UK)

Course Structure

Modules

- Marketing Principles
- Communications in Practice

