



Level 4 Certificate in Professional Digital Marketing

CIM Level 4 Certificate in Professional Digital Marketing aims to provide the practising marketer with relevant, contemporary marketing content to equip him/her for the current global landscape.

Learning Outcomes

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

- Establish the knowledge, skills and understanding to be able to perform at an operational level.
- Perform an essential and successful professional marketing role within the workplace.
- Understand the wider role of marketing and how their practical skills can be applied to their career progression within the marketing profession.

RUSHMORE BUSINESS SCHOOL

RUSHMORE COMPLEX,
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STUDY MODE

Full Time / Part Time

DURATION

6 Months

TUITION FEES (RS)

85,000

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

ENTRY REQUIREMENTS

HSC / 2 A-Levels

OR

CIM Foundation Certificate in Professional Marketing qualification 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

- Applied Marketing
- Planning Campaigns
- Customer Insights

