



Level 4 Certificate in Professional Marketing

The Chartered Institute of Marketing (CIM) Certificate in Professional Marketing aims to provide the practising marketer with relevant, contemporary marketing content to equip them 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,
SODNAC LINK ROAD,
QUATRE BORNES,
MAURITIUS

 (230) 696 2671

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 www.rbs.ac.mu

STUDY MODE

Full Time / Part Time

DURATION

6 Months

TUITION FEES (RS)

110,000

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

ENTRY REQUIREMENTS

One 'A-Level'

OR

CIM Foundation Certificate in Marketing 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
- Integrated Communications
- Customer Experience OR Digital Marketing

