RUSHMORE BUSINESS SCHOOL
re-engineering your future

CIM The Chartered Institute of Marketing

Level 4 Certificate in Professional & Digital Marketing

The CIM Level 4 Certificate and Extended Certificate in Professional & Digital Marketing have been developed following extensive employer-led research across a range of sectors and sizes of organisations, qualification providers, academics, and students. The Level 4 CIM Certificate and Extended Certificate in Professional & Digital Marketing is designed to offer progression to all Level 6 CIM qualifications. Successful completion of the Level 4 CIM qualifications will establish the knowledge, skills and understanding to be able to perform within the position of a 'Marketing Executive' and to carry out an essential and successful professional marketing role within the workplace.

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

DURATION

1 Year

TUITION FEES (RS)

115,000

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

ENTRY REQUIREMENTS

- CIM Level 3 Foundation Certificate in Professional & Digital Marketing;

OR

- 2 A Levels or equivalent;

OR

- Any other recognized qualification accepted by the university and awarding body.

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 Impact
- Planning Integrated Campaigns
- Content Marketing
- Social Media Marketing