



# Postgraduate Diploma in Professional Marketing

The CIM Postgraduate Diploma in Professional Marketing enables marketers to influence and champion the customer experience, contribute to competitive strategy, align the organisation's activities to the customer and manage marketing activities. It is a challenging, strategic two-stage marketing qualification. Students will be required to work on a project.

## Learning Outcomes

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

- Be given insight into marketing concepts and tools, and how these are applied to deliver results.
- Explore an emerging marketing theme and evaluate its impact on current marketing practice. Students will be expected to provide a project.

## **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)

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## STUDY MODE

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Full Time / Part Time

## DURATION

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1.5 Years

## 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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CIM Professional Diploma in Marketing

OR

- A Business Marketing Bachelor's
- Working experience at Senior Marketing Management Level

OR

Any other qualification accepted by the Awarding body

## 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

- Global Marketing Decisions
- Corporate Digital Communication
- Creating Entrepreneurial Change

