



CIM Level 7 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,
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STUDY MODE

Full Time / Part Time

DURATION

1.5 Years

TUITION FEES (RS)

135,000

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

ENTRY REQUIREMENTS

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

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 2000

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

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

