



Chartered Institute of Marketing (CIM)



Strathmore
UNIVERSITY

Strathmore Institute
of Management & Technology

Chartered Institute of Marketing (CIM) strives to help business leaders and opinion formers to recognize the positive contribution professional marketing can bring to their organisations, the economy and wider society. We support, develop and represent marketers, organisations and the profession all over the world. Our ability to award Chartered Marketer status recognizes a marketer's commitment to staying current and abiding by a professional Code of Conduct. Our diverse range of training courses and world-renowned qualifications enable modern marketers to thrive in their roles and deliver long-term success for businesses.

Why CIM?

- Enhance your employability prospects- 60% of CIM graduates are more respected at work or given more responsibility.
- Aspire to be the best- 35% of marketing leaders have a CIM qualification – the most common after a university degree (46%).
- Digital Badges- Increase your professional recognition with a digital badge from CIM to use in email signatures, digital CVs across social media and personal websites.
- Make it work for you- Study one module at a time to make completing a qualification manageable and affordable.

Intakes

- January, July and October

Assessments

- Three assessment sessions per year taking place in **December, April** and **June/July**.

Level 4 (Intermediate)

Certificate in Professional Marketing

For marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career.

Mandatory modules:

- Applied Marketing
- Planning Campaigns

Elective Module:

- Customer Insights.

Typical Job titles

Marketing Executive, Marketing Officer, Marketing Communications Executive, Communications Specialist

Certificate in Professional Digital Marketing

For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose between three qualifications to suit your individual career path. Equivalent level to an undergraduate degree.

Mandatory modules:

- Applied Marketing
- Planning Campaigns

Elective Module:

- Digital Marketing Techniques

Typical Job titles

Marketing Executive, Marketing Officer, Marketing Communications Executive, Communications Specialist

Entry Criteria:

One or more of the following is required to gain entry to this qualification:

- CIM Level 3 Foundation Certificate in Marketing or Foundation Certificate in Professional Digital Marketing.
- A Bachelor's degree with operational or supervisory work experience in a marketing role for not less than two (2) years.

Level 6 (Intermediate)

Diploma in Professional Marketing

For marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. CIM Level 6 helps develop your strategic marketing skills, enabling you to progress your marketing career and perform professionally at a management level.

Mandatory modules:

- Marketing & Digital Strategy
- Innovation in Marketing

Elective Modules:

- The Digital Customer Experience
- Resource Management
- Managing Brands

Typical Job titles

Marketing manager, marketing and communications manager, Corporate communications manager, Brand manager.

Diploma in Professional Digital Marketing

Diploma in Professional Marketing is aimed at the professional marketer working in an operational supervisory or management role who wishes to develop his/her knowledge of digital techniques and their application to a number of marketing related projects. The student will typically be operating or aspiring to work in a digital marketing role and will be required to create digital solutions within the wider marketing plan.

Mandatory modules:

- Marketing & Digital Strategy
- Digital Optimization
- The Digital Customer Experience

Typical Job titles

Digital marketing manager, Digital communications manager, Corporate communications manager, Content marketing specialist and Customer experience manager.

Entry Criteria:

One or more of the following is required to gain entry to this qualification:

- CIM Level 4 Certificate in Professional Marketing or Certificate in Professional Digital Marketing.
- A Bachelor's degree with supervisory or managerial work experience in a marketing role for not less than three (3) to five (5) years.

Postgraduate Diploma in Professional Marketing (Level 7)

For senior marketers wishing to move to a more strategic management role. Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities. Through studying you'll develop the desired skills needed to respond to international marketing challenges. Equivalent level to a Master's degree in Marketing.

Modules:

To achieve the Postgraduate Diploma in Professional Marketing, a pass in all THREE mandatory modules is required. Each module can be achieved as an award.

- Global Marketing Decisions (Mandatory)

The skills to assess and develop future marketing strategies to ensure your organisation can effectively meet the challenges posed by a dynamic and diverse global marketplace.

- Corporate Digital Communications (Mandatory)

How to critically appraise corporate brand and the importance of digital communications in developing the corporate positioning and building brand equity.

- Creating Entrepreneurial Change (Mandatory)

The dynamics of innovation and change, and to understand, develop and apply a range of disruptive strategies to drive the organisation success.

How it will benefit you

Those who successfully achieve this qualification are able to develop creative, innovative and entrepreneurial strategic thinking to respond to international marketing challenges as demanded by global employers. This qualification provides the knowledge and skills to successfully develop organisational planning and change at a strategic level and add value to corporate brands, embracing digital strategies.

Entry Criteria:

One or more of the following is required to gain entry to this qualification:

- CIM Level 4 Certificate in Professional Marketing or Certificate in Professional Digital Marketing.
- A Master's degree in Marketing with supervisory or managerial work experience in a marketing role for not less than three (3) to five (5) years.

Admissions Requirements.

If you meet the minimum entry requirements summarized above, kindly schedule for an online interview by writing to admissions@strathmore.edu and sharing the documents outlined below to enhance a smooth & efficient application process.

1. Scanned copies of your academic (Undergraduate and High School certificate) and professional certificates,
2. Scanned copy of one (1) colored passport size photo,
3. Scanned copy of your National ID/Passport bio page/ Birth Certificate,
4. Your updated Curriculum Vitae(CV),
5. Interview fee of Ksh. 2000 (details on making this payment will be shared upon meeting the entry requirements).



At Strathmore University, we are open to everyone, as felt in our warm family atmosphere and the simplicity and open, lively and responsible interaction based on the respect for the freedom and opinion of others. Our culture and reputation for outstanding excellence has deep roots. We are driven by the desire to enable you recognise the dignity and worth of self and of others and to make that fact propel you to achieve the greatest possible excellence in what you do and to do it for the service of others. Strathmore University is for those seeking to be that peerless professional, revolutionary entrepreneur, inspirational manager or exemplary leader who wants to make an impact and transform our society.



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HOW TO REACH US

The University is located on Ole Sangale Road (off Langata Road) accessible by private means or public transport from the Central Bus Station with signboard 14A – Strathmore.

FOR MORE DETAILS CONTACT:

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