The Chartered Institute of Marketing (CIM) is the largest and most successful professional marketing community in the world. Professional CIM qualifications are the only marketing qualification programme accepted and respected worldwide and there are now over 50,000 marketers currently registered across the globe.

Individuals with the CIM credentials are able to:

- Work anywhere in the world
- Work in any industry
- Acquire marketing status that is recognized internationally
- Advance their career to a Master program from the U.K's top universities

Whatever stage an individual is at in their career, CIM qualifications can help the individual to develop marketing skills and knowledge, and because CIM qualifications are developed to meet industry needs, students will be provided with practical skills that can help one to progress through the marketing career easily.

Specifically, each qualification covers the following competencies:

- Research and analysis.
- Planning.
- Brand management.
- Implementing marketing programmes.
- Managing marketing people.
- Measuring the effectiveness of marketing.

The programme will be offered under Strathmore University’s School of Management and Commerce (SMC). SMC is the largest school in terms of student population, offering one of the flagship courses, Bachelor of Commerce programme. The vision of the school is to promote integration between academic research and industry in order to promote business growth in an atmosphere of high ethical and professional performance. The mission of the school is to offer superior quality and affordable academic and professional training that builds graduates of high ethical and leadership qualities.

**Level 3: Foundation Certificate in Marketing**

**Duration of the Course:** 3 months to 6 months

**Entry Requirements:**
Student Registration is open to candidates who have any of the following qualifications:

- KCSE mean grade C+ with C in Mathematics and English,
- KACE with 2 subsidiary passes, and a credit pass in Mathematics and English
- A professional certificate in Business Management or a relevant discipline,
- Certificate equivalent to KCSE or KACE from a recognized institution

**Enrolment Dates:** January, March and September

**Exam cost:** The total payable to CIM is £250. CIM costs include an annual registration fee of £50.00 and assessment fees for the Foundation Certificate in Marketing at £100.00 per module.

The registration fee of £50 is payable annually for each year. The above CIM costs are based on the qualification being completed within 12 months.
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Exam Cost: The total payable to CIM is £250. CIM costs include an annual registration fee of £50.00 and assessment fees for the Foundation Certificate in Marketing at £100.00 per module. The registration fee of £50 is payable annually for each year. The above CIM costs are based on the qualification being completed within 12 months.

Interviews and Entrance Examinations:
Interviews will be conducted every Tuesday and Thursday at 8.00am, Madaraka Campus.
Bring 2 passport-size photos, originals and copies of academic and professional certificates, a copy of national ID or Birth Certificate, and Kshs 1,500 interview fee.

Level 4 Certificate in Professional Marketing

Duration of the Course: 6 months to 12 months

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

- CIM Level 3 Introductory or Foundation Certificate in marketing qualification.
- Any relevant Level 3 qualification.
- Any degree from a recognized university or international equivalent.
- International Baccalaureate (equivalent to NQF Level 3 and above)
- Professional practice (suggested one year in a marketing role) plus diagnostic assessment on to Level 4.

Enrolment Dates: January, March and September

Exam Cost: The total payable to CIM is £395. CIM costs include an annual registration fee of £50.00 and assessment fees for the Certificate in Professional Marketing at £115.00. The above CIM costs are based on the qualification being completed within 12 months.

Interviews and Entrance Examinations:
Interviews will be conducted every Tuesday and Thursday at 8.00am, Madaraka Campus.
Bring 2 passport-size photos, originals and copies of academic and professional certificates, a copy of national ID or Birth Certificate, and Kshs 1,500 interview fee.

Sponsors
Attendance and progress reports will be sent regularly to Companies sponsoring employees to our courses. The University is recognized by the Directorate of Industrial Training for the purpose of reimbursement of fees. The names of students sponsored must be submitted to the Directorate before the commencement of the course.
Level 6 Diploma in Professional Marketing

Each module can be achieved as a distinct, self-contained award which can be built up to attain the full diploma.

Duration of the Course: 6 months to 12 months

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

- Professional Certificate in Marketing or Certificate in Professional Marketing.
- Any relevant Level 4 qualification.
- Foundation Degree in Business with Marketing Specialisation.
- Bachelor’s or Master’s degree from a recognised university with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor’s degrees or 60 credits in Master's degrees).
- Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

Enrolment dates: January, July and October

Exam Cost: The total payable to CIM is £455. CIM costs include an annual registration fee of £50.00 and assessment fees for the Certificate in Professional Marketing at £135.00. The above CIM costs are based on the qualification being completed within 12 months.

Interviews and Entrance Examinations:

Interviews will be conducted every Tuesday and Thursday at 8.00am, Madaraka Campus.

Bring 2 passport-size photos, originals and copies of academic and professional certificates, a copy of national ID or Birth Certificate, and Kshs 1,500 interview fee.

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‘Level 7 Chartered Postgraduate Diploma in Marketing' Coming Soon
WHY STRATHMORE?

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Strathmore Institute of Management & Technology

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