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 are deep roots.

We are driven by the desire to enable you to achieve the greatest possible excellence in what you do and to do it for others and to make your race propel you to be that peerless professional, revolutionary entrepreneur, inspirational manager or exemplary leader who wants to make an impact and transform society.

From our society, you can make an impact and trans-form inspirational manager or exemplary leader.

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Chartered Institute of Marketing
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 programmes accepted and respected worldwide and there are now over 50,000 marketers currently registered across the globe.

CIM qualifications road map

Level 4 (Intermediate)

Certificate in Professional Marketing: To gain this qualification, a pass in both mandatory modules plus the elective module is required. However, each module can be taken as an individual award, which can be built up to achieve the full qualification.


Certificate in Professional Digital Marketing: To gain this qualification you’ll need to achieve a pass in the following modules: Applied Marketing, Planning Campaigns, Digital Marketing Techniques.

Who it is for: Marketing executives, or equivalent, who have had experience in the industry and are looking to advance their career. You can choose between the two qualifications to suit your individual career path.

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.

Intakes: January, July and October

Level 5 - Equivalent level to a degree (Intermediate)

Diploma in Professional Marketing: To gain this qualification you’ll need to achieve a pass in the following modules: Marketing & Digital Strategy, Innovation in Marketing.

Who it is for: Senior marketers wishing to move to a more strategic management role. Through studying you’ll develop the desired skills needed to respond to international marketing challenges.

Entry Requirements:
One or more of the following is required to gain entry to this qualification:
• Any relevant Level 4 qualification.
• 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).
• A range of experience working (normally three years) at Senior Marketing Management level.

Enrolment dates: January, July and October

Level 6 - Equivalent level to an undergraduate degree (Intermediate)

Diploma in Professional Marketing: To gain this qualification you’ll need to achieve a pass in the following modules: Marketing & Digital Strategy, Innovation in Marketing.

Who it is for: Marketing managers and marketers working in operational and supervisory roles, who are looking to progress their strategic and management skills. You can choose the between the two qualifications to suit your individual career path.

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

Level 7 - Equivalent level to a Master’s degree (Advanced)

Postgraduate Diploma in Professional Marketing: To gain this qualification you’ll need to achieve a pass in the following modules: Global Marketing Decisions, Corporate Digital Communications, Creating Entrepreneurial Change.

Who it is for: Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities.

Entry Requirements:
One or more of the following is required to gain entry to this qualification:
• Any relevant Level 6 qualification.
• 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) and professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

Enrolment dates: January, July and October

Marketing Leadership Programme: To gain this qualification you’ll need to achieve a pass in the following modules: Contemporary Challenges, Leading Change.

Who it is for: Experienced marketers working at a strategic marketing or management level, looking to strengthen their leadership skills to turn business challenges and disruption into opportunities.

Entry Requirements:
One or more of the following is required to gain entry to this qualification:
• Any relevant Level 6 qualification.
• 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) and professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6.

Enrolment dates: January, July and October

CIM: Chartered Institute of Marketing

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