

Chartered Institute of Marketing (CIM)

Accreditation Course Leading to CIM Level 6 Diploma in Professional Marketing

Module	<u>Managing Brands</u>
Date & Day	7 August – 9 October 2021 (10 Sessions, 50 hours, every Saturday)
Time	10.00 am – 4.00 pm
Mode of Delivery	Online
Tuition Fees	RM 1,300.00 (TAR UC Student, Alumni) RM 2,000.00 (Public)
Registration Deadline	<u>2 August 2021</u>
Assessment Fees	£190* Per module (Payable to CIM) (coursework submission for December 2021 assessment) * Subject to change by CIM UK
*Professional Accreditation / Exemption	TAR UC is a CIM Graduate Gateway accredited university in Malaysia. Under this arrangement, students are given exemption on Accreditation of Prior Learning (APL) basis from one out of three modules of CIM diploma in Professional Marketing.

**First Come
First
Served!**

Marketing & Digital Strategy

+

Innovation in Marketing

+

Resource Management
or
Managing Brands

or

The Digital Customer Experience

↓

CIM
Level 6 Diploma In
Professional Marketing

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. Tunku Abdul Rahman University College has joined forces with CIM to give students the opportunity to gain professional qualifications through the CIM Graduate Gateway. CIM qualification is highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

The CIM Level 6 Diploma in Professional Marketing qualification is for marketers in operational, supervisory or management roles who want to develop their marketing knowledge and skills. This is also suitable for account managers and business development managers.

How to become CIM member and professional:

- Step 1 : Register as CIM member @ www.cim.co.uk/membership/types/
- Step 2 : Register preparatory course with **TAR UC (CPE)**
- Step 3 : Register for assessment submission

Submission steps and important dates:

- Step 1 : Registration with the CIM UK
Assessment booking : **16 Aug 2021 – 29 Oct 2021**
- Step 2 : Attend classes in **TAR UC**
- Step 3 : Students to submit assignment to **TAR UC (CPE)** on **TBC**
- Step 4 : Result announcement on **11 Feb 2022**
- Step 5 : CIM distribute certificate from **6 May 2022**



FOR ENQUIRIES, PLEASE CONTACT:

TUNKU ABDUL RAHMAN UNIVERSITY COLLEGE
Centre for Continuing and Professional Education (CPE)
TEL : 03 – 4145 0170 (Direct Line) / 03 – 4145 0123
ext 3755 (Ms Leely Ngim)
EMAIL: cpe@tarc.edu.my
WEBSITE : <https://www.tarc.edu.my/cpe/>

Scan to Register:

