

CIM

The Chartered Institute of 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 of Management and Technology is a CIM Accredited Degree University which provide students the opportunity to gain professional qualifications. CIM qualifications are 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.

**TAR UMT is a
CIM
Accredited
Degree
University in
Malaysia.**

*Under this arrangement,
TAR UMT students are
given exemption on
Accreditation of Prior
Learning (APL) basis
from one out of three
modules of CIM diploma
in Professional Marketing*

Why study a CIM qualification?

Enhance your employability prospects

Keep up to date with latest trends

International Recognition

Chartered Marketer status

Visit Our Website:
www.tarc.edu.my/cpe/

Contact:
03-41450123 (ext 3170) (Ms Lim)
011-1075 8530 (CPE Whatsapp)

Email:
limyl@tarc.edu.my

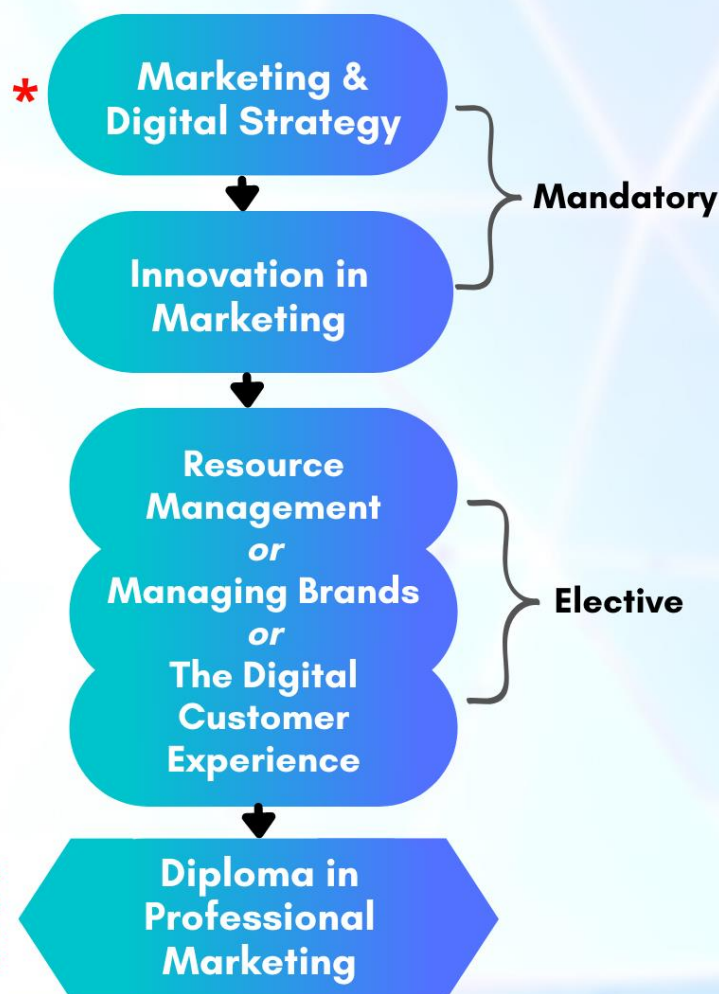
Diploma in Professional Marketing

Level 6

The CIM Diploma in Professional Marketing is designed to offer progression from all CIM Level 4 qualifications and also links with the Diploma in Professional Digital Marketing.

Successful completion of the Diploma in Professional Marketing will establish your knowledge, skills and understanding enabling you to perform at a management level and carry out an essential and successful professional marketing role within the workplace.

Diploma in Professional Marketing Qualification Structure



*TARUMT Bachelor of Business (Honours) in Marketing programme students and graduates for as much as 2 years are exempted from these modules.



Diploma in Professional Marketing

Level 6

Chartered Institute of Marketing (CIM)

Accreditation Course Leading to CIM Level 6 Diploma in Professional Marketing at TAR University of Management and Technology

<i>Module</i>	Managing Brands (December 2023 assessment)
<i>Date & Day</i>	5 August - 14 October 2023 (10 Sessions, 50 hours, every Saturday) <i>*registration deadline 28 July 2023</i>
<i>Module</i>	Innovation In Marketing (April 2024 assessment)
<i>Date & Day</i>	2 December 2023 - 3 February 2024 (10 Sessions, 50 hours, every Saturday)
<i>Time</i>	10.00 am - 4.00 pm
<i>Mode of Delivery</i>	Remote Learning
<i>Tuition Fees</i>	RM 1,300.00 per module (TAR UMT Student/Alumni) RM 2,000.00 per module (Public)
<i>Assessment Fees</i>	£190* Per module (Payable to CIM, the coursework submission for each assessment) * Subject to change by CIM UK

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Participants have to register as a CIM member for assessment submission.

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 UMT (CPE)
STEP 3	Register for assessment submission at CIM

16 March 2022

Wong Hwa Kiong
Tunku Abdul Rahman University College (Accredited Degree Partner)
Jalan Genting Kelang, Setapak
53300
Kuala Lumpur
Malasia

Dear Wong,

Letter of Commendation

Congratulations!

The Awarding Body at The Chartered Institute of Marketing (CIM) has commended Tunku Abdul Rahman University College (Accredited Degree Partner) for the excellent performance of its students during the December 2021 assessment session.

The following statement(s) of commendation have been issued by the Awarding Body:

2213 Managing Brands

The Awarding Body at The Chartered Institute of Marketing (CIM) has commended Tunku Abdul Rahman University College (Accredited Degree Partner) for the excellent standard of results achieved for assessments submitted in the December 2021 assessments session for the Managing Brands module of the Diploma in Professional Marketing.

These statements can be used by Tunku Abdul Rahman University College (Accredited Degree Partner) in promotional material.

NOTE: The statements must not be adjusted, amended or abridged in any way. No comparisons can be made between your study centre performance and the performance of other study centres either individually or collectively. However, in your communications you may state the number of commendations received but must indicate the assessment session (e.g. December 2021 that any statement refers to. This applies to all types of promotional material and messages used by the study centre either offline or online.

Thank you for your hard work and commitment. Please pass our congratulations to all your tutors, staff and students.

We look forward to working with you in the coming years and celebrating more success in the future.

Yours sincerely,



Maggie Jones
Director of Qualifications and Partnerships