



TAR UC is the first and only institution of higher learning in Malaysia to be granted the Graduate Gateway status under CIM.

Strategic collaboration

BY **MARK MATHEN VICTOR**

A STRATEGIC collaboration was struck between Tunku Abdul Rahman University College (TAR UC) and the Chartered Institute of Marketing (CIM) on Oct 25. The deal was struck as a means to provide a fast-track pathway towards obtaining CIM's professional marketing qualification.

The collaboration leads to TAR UC's Bachelor of Business (Hons) in Marketing programme being accredited and granted advanced standing into Level 6 of CIM's Diploma in Professional Marketing; it is the highest level offered by CIM to any institution of higher learning in Malaysia.

Through the recognition by CIM, TAR UC's Bachelor of Business (Hons) in Marketing students will be exempted from one out of three Diploma in Professional Marketing modules.

"The collaboration between TAR UC and CIM came naturally, as both have seriously taken the shared responsibility of producing professional marketers for the country and region upon themselves," said Datuk Dr Tan Chik Heok, president of TAR UC.