



# CHARTERED INSTITUTE OF MARKETING (CIM-UK) AT INTEL COLLEGE

Accredited Tuition and Exam Centre

INTAKES: JANUARY - JULY





## **Programme Description**

The Chartered Institute of Marketing (CIM) is the largest and most successful professional marketing community in the world. It is dedicated to helping marketing professionals keep up with the latest trends and marketing best practices. It also builds on the existing achievements of the marketing professionals to create a stronger, more proactive and cutting-edge profession, ready to meet the challenges of the future. Individuals with the CIM credentials are able to: work anywhere in the world; work in any industry; acquire international marketing status; and advance their careers.

## **Programme Objectives**

- Enrich learners with knowledge, skills and attitudes on customer communication, digital marketing, strategic marketing, customer service and how to analyze the customer experience.
- Develop learners' understanding of the key factors that facilitate and nurture innovation in organizations and apply principles of innovation throughout the entire marketing function.

## **Career Opportunities**

Marketing Specialist/Analyst • Social Media Manager • Public Relations Manager  
Advertising Manager • Business Development Specialist/Analyst • Product/Brand Manager

## **What next after CIM**

There are four (4) levels in the CIM programme. Completion of every level increases job opportunities in the marketing industry.

## Course Duration and Timetable

Two (2) academic years which is equivalent to 6 semesters.

Monday to Friday: 05:30 pm - 08:00 pm

Saturday: 08:30 am - 12:30 pm

## 2020 Course Structure, Fees & Duration

### Level 3 (3 Months)

Course	Foundation Certificate in Professional Marketing - 2 Units Foundation Certificate in Professional Digital Marketing - 2 Units
Fees	Tuition: Kshs 18,000 per unit   Exam: £110 per unit

### Level 4 (1 Year - 2 Semesters)

Course	Certificate in Professional Marketing - 3 Units Certificate in Professional Digital Marketing - 3 Units
Fees	Tuition: Kshs 24,000 per unit   Exam: £130 per unit

### Level 6 (1 Year - 2 Semesters)

Course	Diploma in Professional Marketing - 3 Units Diploma in Professional Digital Marketing - 3 Units
Fees	Tuition: Kshs 28,000 per unit   Exam: £150 per unit

### Level 7 (1 Year - 2 Semesters)

Course	Postgraduate Diploma in Professional Marketing - 3 Units CIM Marketing Leadership Programme - 3 Units
Fees	Tuition: Kshs 34,000 per unit   Exam: £170 per unit



## Other Fees:

Admission Fee:	KShs. 10,000	One Time
CIM Membership	65 UK Pounds	Annually
Courier/Postage for Assignments	Kshs: 2,000	Per Semester
Assignment re-submission with guidance	Kshs. 10,000	Per unit
Assignment re-submission without guidance	Kshs. 5,000	Per unit
Exam re-sit	Kshs. 3,000	Per unit
Exam Invigilation	Kshs. 2,000	Per unit

### *Non-INtel Students*

Exam Invigilation	Kshs. 3,000	Per unit
Revision/Assignment guidance	Kshs. 10,000	Per unit
Submission of Assignments without guidance	Kshs. 5,000	Per unit

## Examination and Assignment Dates:

There are three (3) exam and assignment sessions each year i.e. April, June, and December

## Registration Deadlines:

Exams registration and deadlines are as per the CIM guidelines

## Admission Process

- Complete the admission form available at the college or downloadable at [www.inteluni.ac.ke](http://www.inteluni.ac.ke)
- Attach certified copies of academic credentials, two (2) passport size photos and proof of identification (National ID or Passport).
- Pay admission fee of KShs 10,000/- (Ten Thousand Shillings only) by cash deposit or cheque payment direct to the college account. Account details to be provided on request.
- Submit the above items to INtel College.


## Notes

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 @INtel\_College

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