



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.

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
- 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



+254 724 256 831



+254 705 694 507



admin@inteluni.ac.ke



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INtel College



[intel_college](https://www.instagram.com/intel_college)

Head of Business Department: hodbusiness@inteluni.ac.ke

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