

IMM receives CIM accreditation for degrees

Two IMM Graduate School degrees have been approved by the Chartered Institute of Marketing (CIM) UK to be part of the CIM Accredited Degree programme. Alumni who have completed the BBA in Marketing Management or BCom in Marketing and Management Science are now able to gain CIM exemptions while studying for a globally recognised CIM marketing qualification.



Source: dolgachov – [123RF.com](https://www.123RF.com)

The IMM Graduate School is the only CIM accredited institution in South Africa. After graduating in either of the above-mentioned programmes, graduates can gain an international CIM qualification by completing one module through the Oxford Professional Education Group.

“The IMM Graduate School is proud to announce that graduates in its marketing programmes can now gain an international qualification through the Chartered Institute of Marketing (CIM) UK. We have developed strong links with CIM, and our teaching content has been developed alongside CIM’s learning outcomes to ensure that course content is aligned to industry requirements,” said Angela Bruwer, IMM Executive Academic Head: Faculty of Marketing, Supply Chain and Business Management.

CIM strives for business leaders and opinion formers to recognise the positive contribution of professional marketing to their organisations, the economy, and wider society. It supports, develops and represents marketers, organisations and the profession all over the world. CIM’s ability to award Chartered Marketer status recognises a marketer’s commitment to staying current and abiding by a professional Code of Conduct.

The value-added benefits to IMM Graduate School students locally, include:

- Exemptions reduce the number of assessments students must take to gain a CIM qualification. Students have up to five years from graduating to complete the qualification.
- Reducing the studying duration to gain CIM qualifications by up to 66%. Students can complete the missing module whilst studying for their degree or after completion.

Maggie Jones, Director of Qualifications and Partnerships, CIM, said: “We are delighted with our partnership with the IMM Graduate School. Graduates now only need to pass one module to complete the CIM Certificate in Professional Marketing or Professional Digital Marketing; or two modules to complete the CIM Diploma in Professional Marketing or Professional Digital Marketing. This will help graduates kick-start their marketing careers and fast-track their development. We look forward to continuing to work closely with the IMM Graduate School to help their alumni achieve their professional goals and gain the recognition that is valuable with employers in the marketing and business industries.”

For more, visit: <https://www.bizcommunity.com>