

SMA School of Management accredited by Chartered Institute of Marketing (UK)

28th May 06

The Chartered Institute of Marketing (CIM) is the world's leading professional body for the marketing industry and the most prestigious and largest marketing organization in the world with over 60,000 members worldwide. Established in 1911, is the largest and most prestigious marketing organization in the world. The only professional marketing organization to hold a Royal Charter and members have the opportunity to achieve the ultimate level of professionalism in marketing: recognition as a Chartered Marketer. CIM is committed to delivering world-class support to equip students with the knowledge and tools they need to stay ahead and excel in the most challenging profession.



CIM constantly carries out in-depth research into the latest industry practices, identifying key themes and disseminating knowledge to professionals and students to help them succeed. CIM works ceaselessly to promote the interests of marketers and enhance their careers. CIM is the officially appointed body for setting the standards for sales and marketing professional development nationwide. CIM ensures that market leading standards for marketing and sales set the pace for the training and development of professionals across the industry. After much careful research and consultation, CIM has also crafted a detailed framework of the skills sets and the knowledge required at every stage of a professional's marketing career.

Whether you are just thinking about starting a career in marketing or you have been working in a marketing role for some time, there is a qualification to suit your requirements and help you to develop your skills. Be internationally-recognised as a Marketer by topping any diploma in Marketing that you currently possess with the CIM qualification

CIM Marketing Qualification

CIM qualifications are developed in conjunction with leading corporations and therefore it is relevant and in tune with the current business needs. CIM qualifications are highly regarded by employers as the marketing leading industry awards. Once qualified, CIM members have the unique opportunity to become Chartered Marketers, the highest professional status in marketing and one which puts them on par with their peers in accountancy, engineering and legal disciplines.

Marketing Career Outlook

Being globally recognised as a benchmark of world-class standard, CIM graduates are highly marketable in today's competitive career market.

SMA School of Management

SMA School of Management is a wholly owned subsidiary of Singapore Manufacturers Federation, a leading business association with over 2,500 corporate members. SMA School of Management is a Chartered Institute of Marketing accredited study centre and offers an extensive range of full and part time courses from prestigious universities and professional institution worldwide.

CIM courses available @ SMA School of Management

CIM Introductory Certificate in Business & Innovation

The CIM Introductory Certificate in Business & Innovation is a professional qualification, which will help you to understand both the fundamental principles and best practice in business, innovation & marketing. By completing this course, you will learn about customer relationships, gathering information and how to segment and target your markets. You will also gain practical knowledge of the key tools of marketing and innovative thinking.

CIM Postgraduate Diploma in Marketing

The Chartered Institute of Marketing Professional Postgraduate Diploma is a six months postgraduate post-experience part-time programme. The programme is aimed at people who have already gained a significant understanding and/or experience of marketing and international business. Students who successfully complete the CIM Professional Postgraduate Diploma are eligible to progress to Murdoch Master of Business Administration (MBA) and the PHW Business School Executive Master of Business Administration (EMBA)

For more information, please contact Ms Kristine Tan @ 6720 3333