

The Noesis Advantage

Noesis CIM Programme:

1. Suitable for working adults (1 subject per semester);
2. Each module consists of 40 guided learning hours (including consultation hours for assignment-based subjects);
3. CIM is a United Kingdom qualification that is practical and industry relevant, which leads you to a Chartered title.

Noesis Programme Policies:

1. Maximum of 25 students per cohort (small class size to facilitate fully interactive discussions);
2. A student who achieves a distinction grade (grade A) will receive a scholarship (Noesis tuition fees waived) for the next module;
3. Free repeat (if subject is repeated) for students who obtain between 45 and 49 percent;
4. For students who do not qualify for a free repeat, the tuition fees for the repeated subject will be at 50% of its normal price (valid for the immediate term).

Materials included in the CIM programme:

1. Printout of lecture slides, supporting material and essential further reading;
2. Access to MY Noesis: e-learning Portal (collection of relevant journals, academic articles per subject);
3. CIM Materials (online) – CIM papers on relevant and emerging marketing themes, reports, Ebsco database (updated on a daily basis), Emerald eJournal, and MyiLibrary online books.
4. The Catalyst Magazine (e-book format for past and current issues available on iPhones, Android phones and print format through the post to stated correspondence address);

Breakdown of Programme Fees

	Noesis Registration Fee (one-time)	Tuition Fee (per subject)	CIM Membership Fee (payable to CIM) (annual)	Assessment Fee (payable to CIM) (per subject)
Level 6 Diploma in Professional Marketing	RM 500	RM 3,100	£60	£185
Level 6 Digital Diploma in Professional Marketing	RM 500	RM 3,100	£60	£185

NOESIS CIM CLASS SCHEDULE – July 2019 Intake

CIM Level 6 Diploma in Professional Marketing

Subject: Strategic Marketing

Assessment by Exam

By: Alex Lim

27 July 2019	Sat	Strategic Marketing (1)	Alex Lim	9am – 1pm (4 hours)
3 Aug 2019	Sat	Strategic Marketing (2)	Alex Lim	9am – 1pm (4 hours)
17 Aug 2019	Sat	Strategic Marketing (3)	Alex Lim	9am – 1pm (4 hours)
24 Aug 2019	Sat	Strategic Marketing (4)	Alex Lim	9am – 1pm (4 hours)
7 Sep 2019	Sat	Strategic Marketing (5)	Alex Lim	9am – 1pm (4 hours)
21 Sep 2019	Sat	Strategic Marketing (6)	Alex Lim	9am – 1pm (4 hours)
28 Sep 2019	Sat	Strategic Marketing (7)	Alex Lim	9am – 1pm (4 hours)
5 Oct 2019	Sat	Strategic Marketing (8)	Alex Lim	9am – 1pm (4 hours)
12 Oct 2019	Sat	Strategic Marketing (9)	Alex Lim	9am – 1pm (4 hours)
19 Oct 2019	Sat	Strategic Marketing (10/IRC)	Alex Lim	9am – 1pm (4 hours)
26 Oct 2019	Sat	MOCK EXAM	Alex Lim	9am – 12pm (3 hours)
3 Dec 2019	Tue	Strategic Marketing	EXAM	2pm – 5pm

TOTAL HOURS: FORTY (40)

Important Dates and Information:

CIM Assessment Enrolment – Closing Date	Examination Date	Results available (to students)
Assessment Booking Window 17 Jun 2019 – 01 Nov 2019	3 December 2019	14 Feb 2020 10 Apr 2020 (Certificate sent, if applicable)

Entry Requirements:

Level	Caters to	Entry Requirement
CIM Level 4 Certificate in Professional Marketing	Those in Junior Marketing or Sales positions, looking to advance their marketing career will be well suited to this level	<ul style="list-style-type: none"> Hold any general Bachelor’s or Master’s degree OR <ul style="list-style-type: none"> Hold the CIM Level 3 Foundation Certificate in Marketing OR <ul style="list-style-type: none"> Passed the diagnostic assessment with scores above 60% AND <ul style="list-style-type: none"> Business or marketing experience would be an advantage but is not essential
CIM Level 6 Diploma in Professional Marketing	Those in Marketing or Sales positions with operational responsibilities and a desire to move into a management role	<ul style="list-style-type: none"> Hold either the CIM Professional Certificate in Marketing or Certificate in Professional Marketing OR <ul style="list-style-type: none"> Hold any business or marketing Bachelor or Master degree (or an equivalent qualification) where a minimum of one- thirds of the credits coming from marketing content (i.e. 120 credits in a Bachelor’s degree or 60 credits in a Master’s degree) OR <ul style="list-style-type: none"> Experience in marketing management roles that has provided you with the ability to be able to demonstrate that you can meet the learning outcomes of the CIM Certificate in Professional Marketing if required to do so, and is sufficient to pass with at least 70% of the diagnostic assessment onto Level 6