

The Noesis CIM Programme

1. Suitable for working adults (1 subject per semester);
2. Each module comprises thirty-two (32) guided learning hours (including consultation hours for assignment-based subjects);
3. CIM (United Kingdom) offers professional qualifications which are practical and industry relevant, and leads you to [Chartered Marketer \(CMktr\) status](#) upon fulfilling other requirements, i.e. relevant marketing experience and the required Continuous Professional Development (CPD) hours for two consecutive years, both which can be conveniently earned throughout your journey to these qualifications.

Noesis Programme Policies

1. Maximum of twenty-five (25) students per cohort (small class size to facilitate fully interactive discussions);
2. A student who achieves **Distinction (70 marks and above)** in a module will receive a **Noesis scholarship** (Noesis tuition fees waived) for the next module;
3. Free repeat (if subject is repeated) for students who obtain between forty-five (45) and forty-nine (49) per cent for their assessments;
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 programme¹

1. Lecture notes and slides, supporting material and essential further reading;
2. Access to MY Noesis: e-learning Portal or equivalent (collection of relevant journals and academic articles per subject);
3. CIM material (<http://www.cim.co.uk>) on MyCIM² – Exchange, CIM Marketing Expert, CIM research publications on relevant and emerging marketing themes, reports, webinar recordings, EBSCO database (updated daily), Emerald Publishing, and Ebook Central online books, amongst others;
4. The Catalyst Magazine (e-book format for past and current issues available on both iOS and Android platforms, and in print through the post to stated correspondence address);
5. Other material(s) may be provided where relevant, from time to time.

Breakdown of Programme Fees³

	Noesis Registration Fee (one-time)	Tuition Fee (per subject)	CIM (Student) Membership Fee (annual)	Assessment Fee (per subject)
Level 6 Diploma in Professional Digital Marketing (DPDM)	MYR 500	MYR 3,400 <i>including one-time assessment fee</i>	£65	£190

¹ Students are encouraged to explore other sources of good reading, such as McKinsey, Harvard Business Review (HBR), Sloan Management Review (MIT SMR), amongst others

² Exclusive to CIM United Kingdom members

³ Please consult Noesis staff for equivalent in local currency(ies) where relevant.

NOESIS CIM CLASS SCHEDULE – December 2020 Cohort

CIM Level 6 Diploma in Professional (Digital) Marketing (CIM L6 DP(D)M) (Equivalent to an undergraduate degree)

**Subject: 2215 – The Digital Customer Experience
(all times in MYT GMT+8 unless otherwise specified)**

Assessment by Assignment

By: Kelvin Tong, MSc | MCIM CMktr

Date	Day	Lecture ⁴	Tutor	Hours
19 Dec 2020	Sat	Lecture 01 (incl. assessment briefing)	Kelvin Tong	11:00 – 17:00 (5 hours)
26 Dec 2020	Sat	Lecture 02 and Consultation 01 Task 1a	Kelvin Tong	11:00 – 16:00 (4 hours) 16:00 – 17:00 (1 hour) ⁵
23 Jan 2021	Sat	Lecture 03	Kelvin Tong	11:00 – 16:00 (4 hours)
30 Jan 2021	Sat	Lecture 04	Kelvin Tong	11:00 – 16:00 (4 hours)
20 Feb 2021	Sat	Consultation 02 Tasks 1 and 2	Kelvin Tong	11:00 – 15:00 (3 hours)
27 Feb 2021	Sat	Lecture 05	Kelvin Tong	11:00 – 16:00 (4 hours)
06 Mar 2021	Sat	Lecture 06	Kelvin Tong	11:00 – 15:00 (3 hours)
13 Mar 2021	Sat	Consultation 03 Complete Assignment	Kelvin Tong	11:00 – 16:00 (4 hours)
26 Mar 2021	Fri	Assignment submission deadline	Before 17:00 BST (GMT)	

TOTAL HOURS: 24 Lecture Hours + 8 Consultation Hours = 32 Guided Learning Hours
Regular breaks will be arranged during online lessons to minimise screen fatigue.

Where lectures and /or consultation sessions extend beyond four hours, one extended break (minimum of thirty minutes) will be arranged for meals /refreshments at delegates' own leisure.

⁴ All lectures and consultation sessions will be held online via Zoom. This may be adjusted from time to time in accordance to, and compliance with the Government of Malaysia's social /physical distancing guidelines and Standard Operating Procedures (SOPs).

⁵ Consultation hours across all sessions may vary in accordance to the size of cohort.

Important Dates and Information

CIM Assessment Enrolment – Closing Date	Submission Date (for assignment)	Results available (to students)
Assessment Booking Window 02 Nov 2020 – 26 Feb 2021	26 Mar 2021 (Digital Submission ⁶)	04 Jun 2021 30 Jul 2021 (Certificate sent, if applicable)

Qualification Entry Requirements

Level	Who?	Entry Requirement(s)
CIM Level 4 Certificate in Professional Digital Marketing (Intermediate)	Aspiring marketers who want to gain knowledge and skills to progress a successful career in marketing. Ideal for those working in marketing support roles (e.g. marketing assistants) or whose current job encompasses elements of marketing.	<p>One or more of the following is required to gain entry onto this qualification:</p> <ul style="list-style-type: none"> – CIM Level 3 Foundation Certificate in Marketing or any relevant Level 3 qualification – Any UK degree or international equivalent – International Baccalaureate (equivalent to NQF Level 3 and above) – Professional practice (suggested one year in a marketing role) plus diagnostic assessment onto Level 4 – If English is not your first language, English language qualification within the last two years
CIM Level 6 Diploma in Professional Marketing/ Diploma in Professional Digital Marketing <i>* Equivalent to an undergraduate degree</i> (Intermediate)	Marketers in operational, supervisory or management roles who want to develop their marketing knowledge and skills. Suitable for department managers, functional managers, product/brand managers, account managers, marketing executives and business development managers.	<p>One or more of the following is required to gain entry onto this qualification:</p> <ul style="list-style-type: none"> – CIM Certificate in Professional Marketing or any relevant level 4 qualification – Foundation degree in Business with Marketing – Bachelor or Master degree from a recognised university with at least one third of credits coming from marketing content (i.e. 120 credits in Bachelor’s degrees or 60 credits in Master’s degrees) – Professional practice (suggested two years marketing in an operational role) plus diagnostic assessment onto Level 6 – If English is not your first language, English language qualification within the last two years

⁶ Online submission via CIM’s Award Force platform <https://cimsubmissions.awardsplatform.com/>. If not already, delegates are strongly recommended to register for an account on the platform well in advance to avoid last-minute issues.