



**IMMI**

INTERNATIONAL MARKETING  
MANAGEMENT INSTITUTE

**SHAPING GLOBAL MARKETING LEADERS**

# **CIM LEVEL 6 DIPLOMA IN PROFESSIONAL & DIGITAL MARKETING**



**STUDENT PROSPECTUS 2026**

**IMMI x CIM ACCREDITED STUDY CENTRE**

**NEXT INTAKE: JUNE 2026 | FLEXIBLE LEARNING | GLOBALLY RECOGNISED**



## ABOUT IMMI

# Welcome to the International Marketing Management Institute

At IMMI, we believe that marketing is the engine of business growth. We are dedicated to nurturing the next generation of strategic leaders who can navigate the complexities of the global digital economy with confidence and creativity.

As an accredited study center for the Chartered Institute of Marketing (CIM), we bring world-class professional qualifications to ambitious professionals across Africa and beyond.



### OUR MISSION

To empower marketing professionals with cutting-edge knowledge, practical skills, and strategic insights that drive innovation, build competitive advantage, and create sustainable business value in the global marketplace.



### OUR VISION

To be Africa's premier destination for world-class marketing excellence, nurturing visionary leaders who shape industries, drive digital transformation, and inspire positive global impact through strategic marketing innovation.



### OUR PROMISE

**"Where Strategic Vision Meets Digital Excellence"**

We bridge the gap between traditional marketing mastery and modern digital innovation, creating marketing leaders equipped for tomorrow's challenges.

# ABOUT CIM

## The Chartered Institute of Marketing

With a track record exceeding 100 years, CIM has supported, represented, and developed marketers, teams and leaders in the marketing industry. As the world's leading professional marketing body, CIM brings together over 28,000 members worldwide across 120 study centres in 36 countries, delivering world-renowned qualifications through more than 80 courses.



**100+**  
Years track  
records

**28k+**  
Member  
Worldwide

**120**  
Study  
Centres

**36**  
Countries

**80**  
Courses

**75% +**  
Recommend  
CIM



## Why Employers Value CIM

- ❖ After university degrees, CIM qualifications are the most sought-after by employers worldwide.
- ❖ Over 75% of CIM graduates strongly recommend a CIM qualification to fellow marketers.
- ❖ 35% of marketing leaders hold a CIM qualification – the most common professional credential after a university degree.
- ❖ 60% of CIM graduates report being more respected at work or given greater responsibility.
- ❖ Over a third of CIM graduates receive a promotion or pay rise within 12 months of graduating.

"CIM qualifications are globally recognised and employer-driven – built through extensive research across sectors, organisations, academics, and students to ensure real-world relevance."

# Why Choose IMMI?

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Join a community of ambitious professionals and gain a qualification that opens doors globally.

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Here is why IMMI is the right choice for your career.

## World-Renowned

CIM Level 6 Diploma recognized globally, with 28,000+ members worldwide and 80+ courses available in 36 countries.

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**GLOBAL RECOGNITION**

## Flexible Learning

Virtual interactive sessions designed for working professionals. Study from anywhere without pausing your career.

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**100% VIRTUAL**

## Industry Engagement

Access webinars, masterclasses, guest speakers, and exclusive job opportunities on our dedicated student portal.

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**EXCLUSIVE ACCESS**

## Expert Faculty

Learn from industry practitioners with 10+ years of experience in marketing and business strategy across diverse sectors.

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**10+ YEARS EXPERIENCE**

## Career Growth

60% of graduates get promoted or receive a pay rise within 12 months of completing their CIM qualification.

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**FAST-TRACK PROMOTION**

## Personal Support

3 one-on-one personalized sessions per semester with trainers plus unlimited administrative support throughout your studies.

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**1-ON-1 MENTORSHIP**

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# Global Framework

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## The CIM Global Professional Marketing

The CIM Global Professional Marketing Framework underpins all qualifications and is structured around four pillars:



### DIRECTION

Developing capability by design for understanding and context.



### PROFESSIONALISM

The way we work, ethics, behaviours, and responsibilities.



### CAPABILITY

Knowledge and abilities to deliver against the plan.



### IMPACT

The benefits to us, our business, the economy, and society

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## The framework is structured around nine competency domains:

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### Professional Marketing Excellence Marketing Communication Leadership Management

- Strategy & Planning
- Brand & Reputation
- Proposition Development
- Marketing Communications
- Digital Agility
- Commercial
- Customer Experience
- Leadership & Management



IMMI provides the CIM Level 6 Certificates, developed following extensive employer-led research. After successful completion, IMMI guarantees certified global recognition, which can culminate in the respected title of 'Chartered Marketer'.

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# The Programme

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## CIM Level 6 Diploma in Professional & Digital Marketing

A comprehensive, employer-led qualification designed to equip marketing professionals with strategic expertise in today's digital landscape.

Equivalent to an undergraduate degree, ideal for marketers looking to step into management roles.

**18 Monthly**

**50 Credits**

**80% Pass rate**

**Assessment:** Mix of onscreen plan submissions, multiple-choice tests, and scenario-driven response tests.

**Delivery:** 100% online, interactive weekend sessions.

**Submission windows:** April, July, December.



# Qualification Structure

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## MANDATORY UNIT

Strategy and Intelligence

20 Credits

## OPTIONAL ELECTIVE-CHOOSE ONE

Commercial Intelligence

10 Credits

Societal Impact

10 Credits

## ELECTIVE UNITS-CHOOSE TWO (ROUTE 1) OR ONE (ROUTE 2)

Customer Journey Optimisation

10 Credits

Content Strategy

10 Credits

Brand Preposition

10 Credits

## SPECIAL AWARDS MASTERCLASSES -ROUTE 2 ONLY, CHOOSE ONE

AI Marketing

10 Credits

E-Commerce

10 Credits

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# Programme Units

01

20 Credits

## Strategy and Planning

MANDATORY

Conducting marketing audits, market trend analysis, and using insights to select strategic options including segmentation, targeting, and positioning.

- Understand organisation priorities
- Develop strategic marketing plans
- Align supporting plans & evaluate metrics

*Assessment: Onscreen Plan Submission + Short & Extended Answer (120 mins)*

02

10 Credits

## Commercial Intelligence

OPTIONAL ELECTIVE

Build confidence with financial and marketing metrics to optimise performance and deliver ROMI.

- Understand metrics for marketing performance
- Manage marketing resources
- Apply forecasting and financial techniques

*Assessment: Multiple-Choice Test — 45 questions, 90 mins*

03

10 Credits

## Social Impact

OPTIONAL ELECTIVE

Build a business case for change and develop sustainable marketing strategies aligned with societal landscape.

- Understand societal/environmental landscape
- Align marketing to sustainability agendas
- Plan long-term societal change

*Assessment: Multiple-Choice Test — 45 questions, 90 mins*

04

10 Credits

## Customer Journey Optimisation

ELECTIVE

Strategic framework to evaluate customer journey stages and identify data-led approaches for seamless journeys.

- Create integrated customer journey maps
- Use data to improve journeys
- Measure success with metrics

*Assessment: Multiple-Choice Test — 45 questions, 90 mins*

05

10 Credits

## Content Strategy

ELECTIVE

Strategic approach to content marketing management aligned to wider marketing goals.

- Develop targeted content strategy
- Plan creation and distribution
- Select appropriate channels for audiences

*Assessment: Multiple-Choice Test — 45 questions, 90 mins*

06

10 Credits

## Brand Proposition

ELECTIVE

Build propositions that differentiate the organisation and drive brand strategy for success.

- Develop differentiating propositions
- Understand how brand supports proposition
- Determine brand identity drivers

*Assessment: Multiple-Choice Test — 45 questions, 90 mins*

07

10 Credits

## AI in Marketing

MASTERCLASS

Strategic insights into AI impact within the business environment and application to marketing.

- Identify AI application in marketing
- Understand AI challenges
- Plan AI utilisation in marketing

*Assessment: Multiple-Choice Test — 45 questions, 90 mins*

08

10 Credits

## E-Commerce

MASTERCLASS

Strategic decision-making for e-commerce. Prepare a business case and apply best practices.

- Utilise e-commerce business case
- Apply best practices for site transactions
- Implement inbound marketing campaign

*Assessment: Multiple-Choice Test — 45 questions, 90 mins*



# Assessment & Grading

MODULE	ASSESSMENT TYPE	AVAILABILITY
Strategy and Planning	Onscreen Plan Submission + Short & Extended Answer (120 mins)	6 Windows per year
Societal Impact	Multiple-Choice Test — 45 questions, 90 mins	6 On-Demand Windows
Commercial Intelligence	Multiple-Choice Test — 45 questions, 90 mins	6 On-Demand Windows
Content Strategy	Multiple-Choice Test — 45 questions, 90 mins	6 On-Demand Windows
Brand Proposition	Multiple-Choice Test — 45 questions, 90 mins	6 On-Demand Windows
Customer Journey Optimisation	Multiple-Choice Test — 45 questions, 90 mins	6 On-Demand Windows
AI in Marketing	Multiple-Choice Test — 45 questions, 90 mins	6 On-Demand Windows
E-Commerce	Multiple-Choice Test — 45 questions, 90 mins	6 On-Demand Windows

## Module Grading

MODULE GRADE	PERCENTAGE
Distinction (D)	80% and above
Merit (M)	70 – 79%
Pass (P)	60 – 69%
Fail (F)	0 – 59%

## Overall Qualification Grading

QUALIFICATION GRADE	TOTAL SCORE (out of 400)
Distinction	320 and above
Merit	280 – 319
Pass	240 – 279

*Note: Each module must achieve 60% or above to contribute to the overall qualification. The overall certificate shows the grade only — no percentage mark.*

# Study Information



## MODE OF LEARNING

All learning is delivered through virtual interactive sessions, providing flexibility and convenience for working professionals.



## ASSIGNMENTS

Each module spans six months: three months coursework + three months for completion. Assignments submitted in April, July, and December. All assessed directly by CIM UK.



## STUDENT SUPPORT

Unlimited administrative support throughout your studies. 3 personalised one-on-one sessions with trainers per semester.



## SEMESTERS

The Diploma takes 12–18 months. IMMI conducts three semesters per year: 1st September | 2nd February | 3rd July



## INDUSTRY ENGAGEMENT

Participate in webinars, IMMI forums, guest speaker sessions, masterclasses, and more.



## REWARDS PROGRAMME

Any current IMMI student who refers an enrolling student receives a 10% discount on all subsequent CIM modules and other programmes at IMMI.

"We look forward to welcoming you to IMMI and playing a part in your professional growth journey."

— International Marketing Management Institute

## 2026 Learning Schedule

INTAKE	MODULE	START DATE	END DATE
February 2026	Strategy and Planning	5th February 2026	9th April 2026
	Societal Impact	4th February 2026	8th April 2026
May 2026	Commercial Intelligence	20th May 2026	22nd July 2026
	E-Commerce	9th June 2026	11th August 2026
	AI in Marketing	11th June 2026	13th August 2026
September 2026	Content Strategy	15th September 2026	17th November 2026
	Brand Proposition	16th September 2026	18th November 2026

INTAKE	MODULE	START DATE	END DATE
	Consumer Journey Optimisation	17th September 2026	19th November 2026



# Fees & Admissions

Fees are split between institute tuition (IMMI) and professional body membership/exam fees (CIM UK). Fees payable directly to CIM UK are in GBP (£) and are set by CIM. IMMI fees are in Tanzanian Shillings (TZS) — please contact IMMI for the most current fee schedule.

## Tuition & Exam Fees

Fee Item	Cost	Payable To
Registration Fee	120,000 TZS	IMMI
Tuition Fee (per unit)	759,000 TZS	IMMI
Assignment Fee – Strategy & Planning	150,000 TZS	IMMI
Annual CIM Membership Fee	£65	CIM UK
CIM Assessment Fee (per module)	£135	CIM UK

*\* CIM UK fees are set annually by CIM and subject to change. IMMI fees are in TZS — contact IMMI for confirmed figures.*

## Entry Requirements

One or more of the following is required for entry to the Level 6 Diploma:

- ✓ CIM Level 4 Certificate or any relevant Level 4 qualification
- ✓ Qualification in Integrated Brand Communications (IBC)
- ✓ Minimum 4 years in a marketing operational role or related field
- ✓ Successful diagnostic assessment onto Level 6

### Progression:

Achievement of the CIM Level 6 Diploma allows progression onto CIM Level 7 qualifications and the respected title of 'Chartered Marketer'.

*\* English language proficiency is required for all applicants.*

## Join Our Community





## START YOUR APPLICATION TODAY

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 [www.immi.ac](http://www.immi.ac)

 Mikocheni, Dar es Salaam, Tanzania

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