



Universiti Malaya Now Offers CIM Accredited Degrees

• ***CIM accredits Master of Marketing and Master of Business Administration (Marketing concentration) degrees from Universiti Malaya***

• ***Students at Universiti Malaya are now able to gain CIM exemptions whilst studying for their Master of Marketing and Master of Business Administration (Marketing concentration) degrees***

The Chartered Institute of Marketing (CIM) has approved **Master of Marketing (MMkt)** and **Master of Business Administration (MBA - Marketing concentration)** degrees at Universiti Malaya for exemptions on CIM qualifications.

In addition to graduating with a degree, students studying MMkt and MBA (Marketing concentration) will be able to gain industry-recognised qualifications at an accelerated pace.

Universiti Malaya has 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.

"This is another endeavour by the Faculty and University to strengthen our programme quality and reputation globally while acknowledging our graduates for their professionalism in the field of marketing," stated Professor Dr. Che Ruhana Isa, Dean of the Faculty of Business and Economics.

Maureen Wincott, Learner Partnerships Manager at CIM, said: "We are delighted to continue our partnership with Universiti Malaya. Students 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 students kickstart their marketing careers and fast-track their development.

"We look forward to continuing to work closely with Universiti Malaya to help students achieve their professional goals and gain the recognition that is valuable with employers in the marketing and business industries."

To find more, visit: www.cim.co.uk/accredited-degree

About CIM

CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society. We support, develop and represent marketers, organisations and the profession all over the world. Our ability to award Chartered Marketer status recognises a marketer's commitment to staying current and abiding by a professional Code of Conduct. While our diverse range of training courses and world- renowned qualifications, enable modern marketers to thrive in their roles and deliver long-term success for businesses.

Whenever and wherever we represent our members and industry, we maintain these brand values which reflect our Royal Charter status:

- Collaborative: We engage with our stakeholders and encourage collaborative networks, creating effective partnerships with key organisations.
- Passionate: We act as ambassadors on behalf of the profession by continually driving awareness of marketing's value and making a positive impact on our customers.
- Purposeful: We maintain a strong focus on our external landscape, evaluating our own effectiveness and seeking to improve and shape the profession for the future.
- Relevant: We constantly review our customers and their evolving work environments, adapting our offering accordingly.
- Responsible: We promote responsible marketing and best practice across the profession, seeking to inspire public confidence and safeguard the wider society.