

The background of the top half of the image is a photograph of the Methodist Central Hall, a large, ornate, classical-style building with many columns and a pediment. The name 'METHODIST CENTRAL HALL' is visible on the building's facade. In the foreground, a person with long brown hair, wearing a black graduation cap and a blue stole over a black gown, is seen from behind, looking towards the building. The image has a semi-circular cutout effect at the bottom.

The Most Recognized **MARKETING & DIGITAL** Qualification in the World



Accredited Study Centre

**CIM (UK) Postgraduate
Diploma in Professional Marketing**



SLIM

Sri Lanka Institute of Marketing

The Longest Standing Accredited Study Centre in Sri Lanka



ABOUT SLIM

As the national body of marketing, SLIM is the longest-standing accredited study centre for CIM in Sri Lanka.

Being the national body for marketing, SLIM has the opportunity to attract many top-level marketers as lecturers and guest lecturers for CIM.

ABOUT CIM

CIM (the Chartered Institute of Marketing) is an Ofqual-regulated qualifications provider and is accredited by the European Marketing Confederation. CIM's goal is to develop the marketing profession, maintain professional standards, and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organizations. The range of CIM professional qualifications is based on unique professional marketing competencies to help students meet the increasing demands of the marketing fraternity.

Certificate in Professional & Digital Marketing (Level 4)

MARKETING
IMPACT

+

RESPONSIBLE
MARKETING

+

PLANNING
INTEGRATED
CAMPAIGNS

+

SOCIAL MEDIA
MARKETING

=

CERTIFICATE IN
PROFESSIONAL
& DIGITAL MARKETING

Diploma in Professional & Digital Marketing (Level 6)

STRATEGY
& PLANNING

+

COMMERCIAL
INTELLIGENCE

+

BRAND
PROPOSITION

+

SOCIAL MEDIA
MANAGEMENT

=

DIPLOMA IN
PROFESSIONAL
& DIGITAL MARKETING

Postgraduate Diploma in Professional Marketing (Level 7)

GLOBAL
MARKETING
DECISIONS

+

CORPORATE
DIGITAL
COMMUNICATION

+

CREATING
ENTREPRENEURIAL
CHANGE

=

POSTGRADUATE
DIPLOMA IN
PROFESSIONAL MARKETING

CIM LEVEL 4

Certificate in Professional & Digital Marketing

Subject	Evaluation Method
Marketing Impact (Mandatory Subject)	Online Examination
Responsible Marketing (Mandatory Subject)	Online Examination
Planning Integrated Campaigns (Mandatory Subject)	Online Examination
Social Media Marketing (Mandatory Subject)	Online Examination

Time Table	Weekday Classes (PHYSICAL LECTURES)	Weekend Classes (BLENDED LEARNING)
Marketing Impact	Weekday - On-site	Weekend - Blended
Social Media Marketing	Weekday - On-site	Weekend - Blended
Responsible Marketing	Weekday - On-site	Weekend - Blended
Planning Integrated Campaigns	Weekday - On-site	Weekend - Blended

CIM LEVEL 6

Diploma in Professional & Digital Marketing

Subject	Evaluation Method
Strategy & Planning (Mandatory Subject)	Online Examination
Commercial Intelligence (Mandatory Subject)	Online Examination
Brand Proposition (Mandatory Subject)	Online Examination
Social Media Management (Mandatory Subject)	Online Examination

Time Table	Weekend Classes (BLENDED LEARNING)
Strategy & Planning	Weekend - Blended
Commercial Intelligence	Weekend - Blended
Brand Proposition	Weekend - Blended
Social Media Management	Weekend - Blended

CIM LEVEL 7

Postgraduate Diploma in Professional Marketing

Subject	Evaluation Method
Global Marketing Decisions	Assignment
Creating Entrepreneurial Change	Assignment
Corporate Digital Communication	Assignment

Time Table	Weekend Classes (BLENDED LEARNING)
Global Marketing Decisions	Weekend - Blended
Creating Entrepreneurial Change	Weekend - Blended
Corporate Digital Communication	Weekend - Blended

WHY YOU SHOULD DO CIM (UK)?

- ▶ CIM is an international qualification with international recognition.
- ▶ CIM is the most required qualification for marketing-related job vacancies in Sri Lanka and AROUND THE WORLD.
- ▶ CIM is WES Approved & Migration Certified
- ▶ CIM has over 120+ CIM study centres, in over 36 countries.
- ▶ CIM gives you the correct value when you are MIGRATING.
- ▶ You can directly join the MBA after completing CIM.
- ▶ CIM is the highest recommended marketing qualification in the industry.
- ▶ CIM is the most popular marketing qualification in the world
- ▶ You can obtain the CIM Membership "ACIM" or "MCIM" after completion.
- ▶ You receive certificates for each subject and level you complete.
- ▶ More than 10,000 past finalists are working in the industry.
- ▶ Eligibility to become a Chartered Marketer

WHY YOU SHOULD START CIM AT THE SRI LANKA INSTITUTE OF MARKETING?

- ▶ SLIM is the National Body for Marketing in Sri Lanka with membership of the Asia Marketing Federation (AMF).
- ▶ SLIM is the longest-standing study centre in Sri Lanka for CIM (UK).
- ▶ Learn from the industry expert and lecture panel for all the specific subject areas.
- ▶ Convenient class schedules to study the syllabus
- ▶ Many CIM world prize winners have been coached at SLIM.
- ▶ Special exam technique sessions to prepare you for the online exams.
- ▶ A reasonable price range to balance your financial side.
- ▶ Years of experience to cater to the students properly.

SLIM Home

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