

Faculty of Business Administration

15/06/2020

Dear Students and Alumni,

Re: Chartered Institute of Marketing (CIM) Accreditation

The Faculty of Business Administration is pleased to inform you that UMST has been recognized by The Chartered Institute of Marketing (CIM) UK as an Affiliate Member; the first university in Sudan to gain this recognition. The Chartered Institute of Marketing (CIM) UK is one of the world's leading professional marketing bodies in the world. Founded in 1911, The Chartered Institute of Marketing is a professional marketing body. It has over 30,000 members, including more than 3,000 registered Chartered Marketers. CIM offers 130 study centers in 36 countries, and exam centres in 132 countries, with over 80 training courses. CIM is uniquely able to improve marketing capability at an individual and business level.

The CIM Affiliate membership will give our current students and alumni several opportunities for engagement as outlined below:

- **CIM Affiliate Membership:** CIM Affiliate (Studying) at the rate of €65 per year by registering online for Affiliate (Studying) Membership at the following link: <https://my.cim.co.uk/student-join>. members and gain access to a wide range of membership benefits and online resources which include:

Your method and study centre

Please select your qualification and method of learning, as well as the study centre you are registered with.

University of Medical Sciences : ▼

Select Qualification ▼

- Exchange <http://exchange.cim.co.uk/>
- Practical insight webinars <http://exchange.cim.co.uk/webinar/>
- Catalyst magazine - embedded in Exchange
- Access to the portfolio of free eBooks for the CIM mandatory modules
- EBook Central - an online Library
- Marketing Expert - more than 200 tools, templates and best practice guides
- Use of the words 'CIM Affiliate' on their CV and personal calling cards.

Congratulations!!

Yours Sincerely,

Dr. Yusuf Kani

Head of Department of Business Administration and Marketing