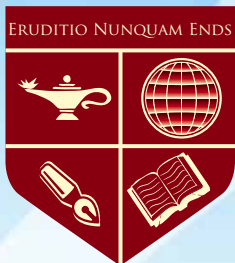


# THE CYPRUS INSTITUTE OF MARKETING CE

*Registered in the British Virgin Islands*



# distance LEARNING programs

JOIN THE ELITE!

## **Diplomas / Advanced Diplomas / Bachelors**

1. Marketing
2. Business Administration
3. Shipping
4. Tourism Management
5. Financial & Computers Studies
6. Banking
7. Insurance
8. European Studies
9. Psychology
10. Fashion Design & Business
11. Business Law
12. Human Resource Management
13. Business English
14. Logistics

## **Postgraduate Diploma in Corporate Management & Strategic Planning**

## **M.Sc. in Strategic Management**

## **LL.M(Master of Laws)**

## **MBA's**

1. Business Administration
2. Global Corporate Strategies
3. Marketing Strategy
4. Financial Management & Investment
5. Tourism Management
6. European Studies
7. Insurance
8. Banking
9. Shipping
10. Financial & Computers Management
11. Human Resources Management
12. Global Marketing Strategies
13. Public Relations & Advertising
14. Health Units Management
15. Logistics

## **Doctoral Degrees (Ph.D.)**

**All of the above programs are offered through DISTANCE LEARNING/ HOME STUDY.**

**Distance Learning** For a number of reasons many students are unable to attend regular classes. For all these people CIM(BVI) has for many years been offering distance education or as it is widely known Distance Learning (DL).

The European Union specifically makes mention to this form of study in the 1994 Maastricht Treaty, Article 126 which deals with education "to encourage the development of distance education". As such CIM(BVI) is a truly pioneer in promoting distance learning education and thus offering the opportunity to individuals across the globe to acquire prestigious qualifications from their place of stay.

**How it works** Students are welcome into all our programs of study described in our prospectuses, at any time throughout the year. As long as students satisfy the entry requirements they will be admitted and offered a firm place.

The student will be supplied with a set of lecture notes/books and assignments, and he/she will be required to complete the Assignments and Exams. The student will be allocated a personal Tutor who will monitor his/her studies. The student can contact his/her Tutor at any time through telephone, fax or e-mail.

**Exams** All courses are assessed by a closed book written examination. Upon completion of his/her preparation the student can take his/her exams either in June or January each year. No student will be allowed to sit for exams in a period less than six months from the date of Registration. Examination will be conducted locally at the country of residence of the student.

**Place of examination** The examinations will be held at places approved by the Institute. These may be the British Council, Local Polytechnics or Universities.

**Notification of results** Examination results are notified not later than 8 weeks from the exam date directly to the student's own address.

**Awards** The Awards are mailed to the successful student by courier service.

**Fees & Payment** The correspondence fees are ONLY a fraction of the fees of those of full-time studies. Fees quoted are in British Sterling Pounds. All payments should be in the form of a Bank Draft in British Sterling pounds drawn on a London Bank, made payable on the name of the Institute.

2010	2011	2012	2013	2014	2015
<b>DIPLOMAS – One Year</b>					
£1000	£1000	£1080	£1080	£1200	£1200
<b>ADVANCED DIPLOMAS – One Year</b>					
£1280	£1280	£1360	£1360	£1500	£1500
<b>BACHELOR DEGREES – One Year</b>					
£1400	£1400	£1480	£1480	£1600	£1600
<b>POSTGRADUATE DIPLOMA – One year</b>					
£1680	£1680	£1750	£1750	£1850	£1850
<b>MBAs/M.Sc./LL.M – One year</b>					
£2480	£2480	£2520	£2520	£2700	£2700
<b>Ph.D – Three years</b>					
£4300	£4300	£4600	£4600	£5000	£5500

Above fees can be paid in FOUR EQUAL instalments over a period of TWELVE months from the date of registration and **do not include examination fees.**



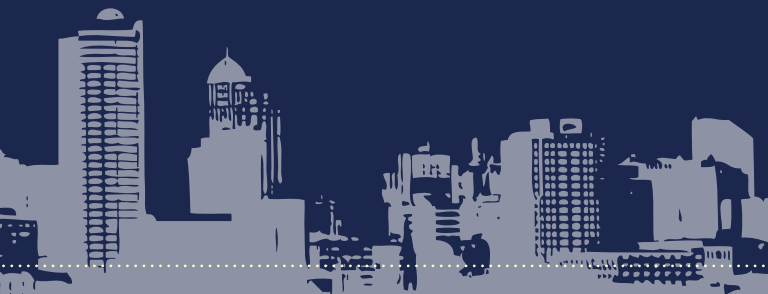
These fees include the following:

- a)** Registration
- b)** Issuing of ID card
- c)** Issuing of Transcript
- d)** Issuing of Award certificate
- f)** Full set of study materials and assignments

Students successfully completing the DMM may proceed for a further year to the Advanced Diploma of their choice. Students successfully completing the Advanced Diploma chosen may proceed to the B.Sc. program same as the Advanced Diploma for a further year. Students successfully completing the B.Sc. program may proceed to the MBA for a further year.

**Exemptions** The Institute will be prepared to grant exemptions on a subject to subject basis to holders of recognized professional and academic qualifications. The AEX 60 form must be completed and appropriate fees paid.

**How to Apply** Every Distance Learning student **MUST** complete an application form and attach ALL his academic and experience credentials, plus a personal photo and a nonrefundable application fee for British STG 50.



## THE LADDER TO SUCCESS

**DMM**

Diploma in Marketing  
Management

**Year I**

**Advanced Diploma**  
of your choice

**Year II**

**B.Sc Degree**  
same as Advanced  
Diploma

**Year III**

**MBA/M.Sc./LLM**

**Year IV**

**Ph.D. (Doctoral)**  
**3 Years**

**Year VII**

*These programs are offered by  
The Cyprus Institute of Marketing Ltd.,  
a company registered in the British Virgin Islands  
Reg. No. 231384*

## THE MBA PROGRAMS

The Cyprus Institute of Marketing(BVI) MBA programs are action oriented and are designed to accelerate the managerial and leadership development process.

With an MBA, knowledge of management skills and operating techniques are developed.

Management in both the private and public sectors requires increasingly the highest level of relevant training along with vision, analytical skills and the ability to implement far-reaching decisions.

The MBA programs stimulate students to look beyond the narrow boundaries and horizons for higher level career planning.

## THE Ph.D PROGRAMS

The Cyprus Institute of Marketing (BVI) Ph.D by Research Programs are designed for practicing professionals with extensive experience in the market place who hold a recognized Masters Degree in relevant fields of the chosen area of research with the Ph.D.

The Ph.D award will be a product of hard work over a period of at least three years. Besides research the candidate will be required to sit for three exams.

Details of the regulations and other vital information on the philosophy of this very exciting program are given in the Ph.D booklet.

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THE CYPRUS INSTITUTE  
OF MARKETING LTD



**GLOBAL LEADERS  
IN HIGHER EDUCATION**

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