



CIM

The Chartered
Institute of Marketing

24 February 2018

Marina Kholod
Plekhanov Russian University of Economics
Stremyanny Lane 36
Moscow
Russia
117997

Dear Marina,

CIM ACCREDITATION FOR 2018 and 2019

Thank you for returning your annual accreditation application. I am writing to inform you that your application to be a CIM Accredited Study Centre for 2018 and 2019 has been approved.

Therefore, you are fully accredited to offer the following CIM/CAM programmes from 1 January 2018 to 31 December 2019:

- **Foundation Certificate in Marketing (Level 3)**
- **Certificate in Professional Marketing (level 4)**
- **Diploma in Professional Marketing (Level 6)**

Centres are reminded that they are required to:

- Inform the CIM Network Support Team if any new tutors are employed by the study centre and send details, including e-mail address, to study.centres@cim.co.uk so they can be given access to the Tutor Zone.
- Inform the CIM Network Support Team if any tutors stop working for your study centre.
- Apply via the CIM Network Support Team to change the portfolio of qualifications your centre offers and/or change the location of offices or teaching premises used by your centre.

Please note your accreditation status is reviewed on an annual basis, using the annual application process as normal and the centre will potentially be subject to new/additional action points at that time.

Your objectives for 2018 will be revisited during the next self-review process and continued accreditation will depend on progress made against these. In addition, you are required to fulfil the following actions:

- Ensure all assessment results are above 80% and aim to achieve 90% for some modules.
- Aim to submit more than 30 assessments to CIM in any 12-month period.
- Enrol more than 20 students on CIM courses during 2018.

cim.co.uk

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- Apply to offer the Digital Diploma in Professional Marketing by submitting the necessary information requested in my email dated 25 August 2017.
- Offer the Marketing Principles module to University degree students as a single module CIM Award in Marketing Principles.
- Host CIM examinations for the relevant CIM modules, including the online MCQ exam for Marketing Principles. Please note clause 5 (xv) in the Partnership Agreement
- Consider having the University apply for CIM exemptions from their degrees through the CIM Graduate Gateway programme.

Please find the following documents enclosed:

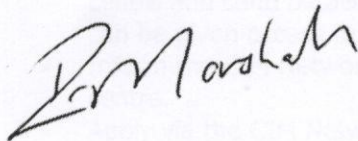
- 2 copies of the Partnership Agreement (please sign both copies and return 1 copy back to me).
- Accreditation Certificate.

As an accredited study centre all your tutors can have access to the CIM Tutor Zone - www.cimtutors.com. Your tutors are encouraged to utilise this. Similarly, all your CIM tutors are required to be CIM members.

I would like to take this opportunity in thanking you for your time and attention in completing the annual accreditation application. I wish you every success with the programmes during the new academic year and look forward to seeing you soon.

In the meantime, if you require any further information or assistance, please do not hesitate to contact our Network Support Team at study.centres@cim.co.uk or myself at ian.marshall@cim.co.uk.

Yours sincerely,



Ian Marshall B.Sc (Hons) B.Ed DipM MCIM
Head of International Relations