

## **PRESS RELEASE** **For Immediate Release**

### **Daystar University Launches CIM-UK Professional Courses**

[Nairobi, October 25, 2021...] Daystar University is now a fully Accredited Study Centre (ASC) for the Chartered Institute of Marketing (CIM)-UK, for both professional marketing and professional digital marketing courses.

Daystar University has entered a partnership with CIM UK that allows the University to be listed with CIM as a '*University Partner*'. This enables Daystar University students to directly register with CIM at a preferential student rate, regardless of academic courses studied at Daystar, to become affiliate members of CIM.

Daystar joins global networks of Accredited Study Centres that deliver CIM qualifications and ensure a high standard of education in marketing. CIM is the largest marketing body and champions for best marketing practice. CIM exists to develop the marketing profession, maintain professional standards, and improve the skills of marketing practitioners, enabling them to deliver exceptional results for organizations.

Marketing is a critical factor in driving long term organisational performance to the benefits of professionals, business, and the society. This course will build business leaders and opinion shapers bringing value to the field of marketing.

We encourage those interested in this opportunity to pursue this prestigious professional qualification at Daystar University. Classes for the ongoing intake begin November 1, 2021.

For further information and admission don't hesitate to contact Mr. Michael Opok on 0726808337 or [mopok@daystar.ac.ke](mailto:mopok@daystar.ac.ke)