



Brochure for CIM Program at MAT ABACUS Business School



Students choose the **CIM** program at **MAT ABACUS Business School** for its academic excellence, practical focus, and career impact. The program offers flexibility, allowing learners to tailor their study pace and subject choices, while covering key areas such as consumer behaviour, digital strategy, communication, project management, analytics, leadership, and strategic marketing.

WHY MAT ABACUS

- **Global Recognition** – Earn a qualification respected worldwide.
- **Trusted Institution** – Delivered by MAT ABACUS, a leader in professional training.
- **Practical Learning** – Blend of theory, case studies & real-world application.
- **Expert Tutors** – Learn from CIM-certified industry professionals.
- **Networking** – Connect with professionals across diverse industries.
- **Flexible Options** – Weekend & evening classes for busy professionals.
- **Career Growth** – Boost employability & fast-track to senior roles.



TUITION AND FEES

TUITION	AMOUNT (UGX)
Level 3 per paper	350,000
Level 4 per paper	400,000
Level 6 per paper	400,000

EXAM FEES	AMOUNT (POUNDS)
Level 3 per paper	110
Level 4 per paper	115
Level 6 per paper	135
Registration Fees	65

COURSE INFORMATION

LEVEL 3 CORE (36 Credits)	LEVEL 4 CORE (50 Credits)	LEVEL 6 CORE (50 credits)
Marketing Essentials (20 credits)	Marketing Impact (20 credits)	Strategy & Planning organizational strategy (20 credits)

LEVEL 3 ELECTIVES (Mandatory)	LEVEL 4 ELECTIVES (Mandatory)	LEVEL 6 ELECTIVES (Mandatory)
Content & Channels (10 credits)	Responsible Marketing (10 credits)	Strategy & Planning organizational strategy (20 credits)
Marketing Insights (10 credits)	Planning Integrated Campaign (10 credits)	

LEVEL 3 ELECTIVES (Options)	LEVEL 4 ELECTIVES (Options) selected	LEVEL 6 ELECTIVES (Options) selected
	Social Media Marketing (10 credits)	Brand Proposition (10 credits)
		Customer Journey Optimisation (10 credits)

	LEVEL 4 ELECTIVES (Options) Not selected	LEVEL 6 ELECTIVES (Options) Not selected
	Search Engine Optimisation (10 credits)	Commercial Intelligence (10 credits)
	Content Marketing (10 credits)	Content Strategy (10 credits)



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Plot 1 Second Street, Industrial Area



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www.matabacus.ac.ug

IMPORTANT DATES

EVENT	DATE
CIM induction	August 28, 2025
Class commencement	September 1, 2025
Exam registration deadline	November 21, 2025
Examination Confirmation	November 22, 2025
Examination window	December 08 - 13th, 2025
Results release	February 13, 2026

OUR TUTORS

NAME	HONOURS	MODULES TAUGHT
 Ms Agnes Mubiru	BA(SS) MAK, PGD(PPM) UMI, MMS(PPM) UMI DipM MCIM CIM-UK	Marketing Essentials, Customer Journey Opt Societal Impact
 Mr Wycliff Turinawe	BA (Dev. Econ), CIM, Starting Blocks (Crisis Mgt & Comms Strategy).	Planning Integrated Campaigns, Brand Proposition
 Mr Elvis Nimaro	BA (Hons) Bus & Mktg Mgmt, MBA, MCIM, MCXPA	Content & Channels
 Mr Arthur Lwamafa	MCIM, DipM, CIPR, CAM, MBA (Marketing) Herriot Watt University, Chartered Marketer	Social Media Marketing, Responsible Marketing, Strategy & Planning
 Ms Aidah Nalwaadda	CIM (MCIM) Bachelor of Commerce (Hon)	Marketing Impact



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