



**NIMN**

...Creating Values

NATIONAL INSTITUTE OF  
MARKETING OF NIGERIA

# EXAMINATION BROCHURE

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# **INFORMATION ON THE INSTITUTE'S EXAMINATION**

# The Institute

The Institute was established by the Act of Parliament No. 25 which was promulgated in July 2003. Hitherto, two professional bodies, the Nigeria Marketing Association (NIMARK) and the Chartered Institute of Marketing of Nigeria (CIMN) had existed as separate professional bodies competing for membership and authority to regulate the practice of the Marketing profession in Nigeria.

The NIMN Act effectively merged the two erstwhile independent bodies and conferred Chartered status on the new professional body.

The Chartered status conferred on the Institute gives her responsibility to regulate and standardize marketing professional practice through the conduct of comprehensive examinations, training and consultancy activities.

## **VISION STATEMENT**

To be the Engine room of Value Creation for Consumer Empowerment and Society's Development

## **MISSION STATEMENT**

NIMN shall create enduring, distinctive value for all stakeholders, through the development, promotion, and application of world class marketing professionalism



# Educational Programmes



The National Institute of Marketing of Nigeria operates three regular schemes of educational development arising from the harmonization of the syllabi of the two defunct Marketing bodies. These are:-

- Professional Certificate in Marketing (Foundation)
  - Chartered Graduate Diploma in Marketing (Intermediate)
  - Chartered Post-Graduate Diploma in Marketing (Professional Final)
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# **Examination Structure**

# Professional Certificate in Marketing (Foundation)

## PART 1

- Principles of Marketing
- Principles of Selling
- Economics and Commercial Studies
- Business Communications
- Elements of Statistics
- Information Technology

## PART 2

- Management for Marketing
  - Principles of Accounting
  - Business Law
  - Practice of Marketing
  - Business Environment
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# Chartered Graduate Diploma in Marketing (Intermediate)

## PART 1

- Quantitative Business Analysis
- Consumer Behaviour
- Industrial and Agricultural Marketing
- Marketing Research
- Promotional Practice
- Management Accounting

## PART 2

- Direct Marketing
  - Services Marketing
  - Electronic Marketing
  - Sales Management
  - Financial Accounting
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# Chartered Post-Graduate Diploma in Marketing (Professional Final)

## PART 1

- Product Development and Brand Management
- Entrepreneurship Development and Small Business Management
- Distribution and Logistics Management
- Strategic Marketing Management I
- International Marketing

## PART 2

- Strategic Marketing Management II
- Integrated Marketing Communications
- Marketing Information Systems
- Global Marketing
- Marketing Analysis and Decision Making (Case Study)


# IMPORTANT NOTICE

Candidates are not allowed to combine subjects from Part I and Part II within a stage.

All subjects in a part must be passed before Proceeding to the next part

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# Examinations



The Institute's examinations are held in June and December of every year in designated centres throughout the country.



## **Eligibility to Sit for the Examination**

Student members of the Institute that are up to date with annual subscription payment are eligible to sit for the examination





# Eligibility to Sit for the Examination

- Candidates must be at least sixteen years of age
  - He/she must possess a minimum of five passes at credit level at not more than two consecutive sittings in the Senior School Certificate Examination (SSCE) or General Certificate of Education (GCE) O Level or National Examination Council (NECO)
  - The Five passes at credit level must include Mathematics and English Language
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# Entry Qualifications For the Examination

## PROFESSIONAL CERTIFICATE IN MARKETING (FOUNDATION STAGE)

- Minimum of five credits in SSCE/ GCE – O level, NECO at not more than two sittings. The five credits must include Mathematics and English Language
- National Diploma in disciplines outside of Marketing or Business Administration

## CHARTERED GRADUATE DIPLOMA IN MARKETING (INTERMEDIATE)

- The Institute's Foundation Certificate in Marketing
- The National Diploma (ND) in Marketing or Business Administration
- B.Sc, B.A. HND, in disciplines outside of Marketing or Business Administration

## CHARTERED POST- GRADUATE DIPLOMA IN MARKETING (PROFESSIONAL FINAL)

- The Institute's Graduate Diploma in Marketing
- B.Sc or HND in Marketing or Business Administration

# IMPORTANT NOTICE

Holders of M.Sc or MBA in Marketing ( in addition to B.Sc or HND in Marketing or Business Administration) are exempted from the Part 1 of the Professional Final Certificate in Marketing.

Holders of B.sc or HND in other disciplines; but with MBA or M.sc in Marketing may be eligible to start from Part 1 of the Professional Final Certificate in Marketing.

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# Exemptions



# Exemptions' Guidelines

Candidates with educational qualifications outside of Marketing and Business Administration may apply for subject by subject exemption in the Certificate and Intermediate Stages.

## Exemption Procedure

Candidates applying for exemption should obtain and complete the Exemption form and return same to the Registrar/Chief Executive of the National Institute of Marketing of Nigeria together with copies of Educational transcripts/statement of results and the appropriate exemption fees. Candidates will be notified of the exemptions that have been granted to them. The cost of the exemption form is Five Hundred Naira (N500) only.

# Deferment of Examination

Upon registration for the examination, payments so made are non-refundable. However, a concession may be given for deferment of examination if there is a written application for deferment by the candidate supported with cogent reasons. Such applications must reach the Registrar/Chief Executive of the Institute at least **three (3) weeks** to the commencement of the examination for which the candidate registered to sit. Candidates will pay **25%** of the examination fees paid to cover administration expenses.

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# **Examination Fees Structure**

## Registration Fees (New Students)

PROFESSIONAL CERTIFICATE IN MARKETING (FOUNDATION STAGE)	N5,000
CHARTERED GRADUATE DIPLOMA IN MARKETING (INTERMEDIATE)	N7,500
CHARTERED POST-GRADUATE DIPLOMA IN MARKETING (PROFESSIONAL FINAL)	N9,000

# Examination Fees

	Professional Certificate in Marketing(Foundation)		Chartered Graduate Diploma in Marketing(Intermediate)		Chartered Post -Graduate Diploma in Marketing(Professional)	
	FCM 1	FCM 11	ICM 1	ICM 11	PCM 1	PCM 11
<b>Non-Refundable Exams Admin Fees</b>	N5,000	N5,000	N5,000	N5,000	N5,000	N5,000
<b>Exams/Exemption fee per Subject</b>	N3,000 X 6 = N18,000	N3,000 X5 = N15,000	N5,000 X 6 = N30,000	N5,000 X 5 = N25,000	N7,000 X 5 = N35,000	N7,000 X 5 = N35,000
<b>Annual Subscription</b>	N3,000	N3,000	N3,000	N3,000	N3,000	N3,000
<b>Total</b>	N26,000	N23,000	N38,000	N33,000	N43,000	N43,000

**The Above fees are subject to review without prior notice**

# Method of Application for the Examination

Entries for the examination will be invited through advertisements in a National newspaper. Candidates applying to sit for the examination should make the relevant payments into the Institute's bank account with **FIRST BANK NIGERIA PLC- NIGER HOUSE BRANCH**. The Account number is **2012394438**.

Candidates should forward the original of the payment teller to the National Secretariat and obtain payment receipt.

Candidates should note that student application and examination entry forms not accompanied by appropriate payments will not be processed. Student registration form and examination entry form can be downloaded from our website, [www.nimn.com.ng](http://www.nimn.com.ng)

# Our Contact Details

## CORPORATE OFFICE

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## EMAIL

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