



Isle of Man

International Business School

Scoil Dellal Eddyrahoonagh Vannin

NEWS RELEASE – 12.08.06

CIM Qualification to commence at The IBS

The Isle of Man International Business School is offering local marketing professionals the opportunity to get CIM qualified by launching the Professional Diploma in Marketing this September. The Chartered Institute of Marketing (CIM) is the largest and most successful professional marketing institution in the world. Professional CIM qualifications are the only marketing qualification programmes accepted and respected worldwide and there are now over 50,000 marketers currently registered across the globe.

Until now, anybody from the Island who wished to become CIM qualified had to either travel to the UK or study via distance learning. These options were either very expensive or did not offer the same benefits as face to face learning with other students.

Head of Sales and Marketing at The IBS, Tiffany Jacobsen said:

“The response from the local marketing community has been excellent and I am pleased to say that the cohort of students starting in september are from diverse backgrounds which will be excellent for the sharing of marketing ideas and concepts.”



For further information, please contact:

Tiffany Jacobsen, Head of Sales and Marketing

Isle of Man International Business School

T: +44(0)1624 693720, E: t.jacobsen@ibs.ac.im, www.ibs.ac.im