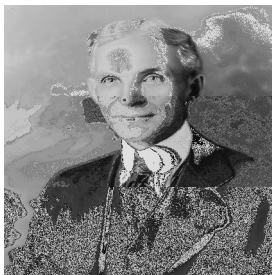


THE CYPRUS INSTITUTE OF MARKETING

GRUNDTVIG
PARTNERSHIP
SEPTEMBER 2009

UNDERSTANDING THE VALUE OF ADULT LEARNING



*Anyone who keeps learning
stays young!*

Henry Ford

UNDERSTANDING THE VALUE OF ADULT LEARNING

Outline of CIM strategy for Engagement and Participation:

1. Open Days
2. Visits to Leading Firms
3. Organising of short courses
4. Organising of Annual Marketing Conference
5. Scholarships in collaboration with Media Groups
6. Promoting Flexible/Distance-Learning

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1. Open Days

- Every April/May we organise an open day in both our campuses (Nicosia/Limassol).
- This is a great opportunity for interested students to familiarise themselves with the Institute.
- Current Lecturers and students can address any issues that prospective students face.
- Prospective students can attend free of charge some of the actual lectures

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Open Days (Contd)

- The main benefit of such events is that they overcome most of the 'fears' associated with going 'back to class'
- By interacting with other students of similar background they tend to say to themselves 'if they have done it, I can do it as well'.

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2. Visit to Leading Firms

- CIM Representatives visit the Leading Firms on the island and give out presentations to their employees.
- A lot of the managers in these companies are CIM alumni so it's a great motive for the employees to follow their managers in going back to class.
- CIM makes special offers to employees of these companies and together with the encouragement of the Firm, the results are usually very satisfactory.

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- **Organising of short courses**
 - CIM organises in collaboration with the government short courses to improve the skills of professionals.
 - These courses open doors to future recruitment.
 - Although these courses don't generate sufficient cash flow, a lot of the attendees later (these might be years) register as full time students.

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- **Organising of Annual Marketing Conference**
 - CIM every year organises the Leading Marketing Summit
 - Free of charge
 - Academics from world's top Business Schools are invited (Cambridge, London Business School etc)
 - Great opportunity for publicity and a lot of the attendees later register with the Institute as students

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- **Scholarships**

- Every year we offer 5 Full Scholarships for the First Year of our B.Sc. Degrees, worth 20,000 Euros
- These are offered in collaboration with Media Groups
- Generates a lot of positive publicity
- Most of the scholars continue after the end of the scholarship to complete their studies.

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- **Flexible/Distance-Learning**

- The biggest problem of adult learners is time
- In order to provide flexibility we offer D-L programmes so students can study from home without leaving work and can manage their own time
- Provide all books/materials and use the internet for communication.
- Apart from flexibility D-L courses are also much cheaper.