

Application to study



The Chartered
Institute of Marketing

Important notes for completing this form

Please complete all sections of this form in **BLOCK CAPITALS** in black ink.

Please note this will not automatically enter you for your assessments and you will also need to complete the separate assessment entry form.

This form should be completed in conjunction with the prospectus which contains information on pricing and entry criteria.

In order for CIM to process your application, you must complete sections 2, 6, 11, 17 and 18 in full. Other sections must be completed where possible to support your application.

If you need any further information or assistance, please contact us. email: qualifications@cim.co.uk telephone: +44 (0)1628 427120

A cheque or credit/debit card details must accompany this form in order for it to be processed.

Please indicate your method of payment here:

cheque credit/debit card direct debit
(UK bank account only)

Are you applying for a CIM or a CAM qualification?

CIM CAM Not sure

Application checklist

Before you send in your application form, check that you have:

- Obtained authorisation of your entry level from your accredited study centre
- Enclosed copies of any necessary additional documents
- Signed and dated your application form
- Enclosed payment of the correct application fee, or provided credit card/Direct Debit details
- Enclosed a stamped addressed postcard if requiring confirmation of receipt (UK only)

1 I am already registered as a CIM member

If you are already registered as a CIM member, please enter your membership number:

I don't remember my membership number

2 Fill in your personal details *(delete as appropriate)*

Title: Dr, Mr, Mrs, Ms, Miss, Other: _____

Gender: Male Female

Forenames: _____

Family name: _____

Name to appear on certificates (if different from above):

Nationality: _____

Date of birth:

3 Please indicate your ethnic origin

Please tick one box only

White

- British
- Irish
- Other

Mixed

- White and black Caribbean
- White and black Asian
- White and black African
- Other mixed background

Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Other Asian background

Black or Black British

- Caribbean
- African
- Other black background

Chinese or other ethnic group

- Chinese
- Any other ethnic group

4 Please indicate your physical status

- Able-bodied (no disability)
- Disabled but not in receipt of disability benefit
- Disabled and in receipt of disability benefit
- Have a visual impairment
- Have a hearing impairment
- Have special access needs

The Chartered Institute of Marketing respects the information that you provide and will use it for the purpose of a business relationship. Full details of our data protection policy can be found on the CIM website at www.cim.co.uk

9 How did you find out about CIM?

Please tick one box only

- | | |
|---|--|
| <input type="checkbox"/> Marketing press | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Advertising/PR | <input type="checkbox"/> Internet, please select type: |
| <input type="checkbox"/> Employer | <input type="checkbox"/> Search engine |
| <input type="checkbox"/> Exhibition | <input type="checkbox"/> CIM/CAM website |
| <input type="checkbox"/> Careers advisor | <input type="checkbox"/> Other website |
| <input type="checkbox"/> College | <input type="checkbox"/> Social network |
| <input type="checkbox"/> Direct marketing | <input type="checkbox"/> Other |

10 What is the entry level of your study?

Please refer to the entry level criteria set out in the prospectus and indicate which level of qualification you are applying to join.

All students must obtain authorisation of their entry level from their chosen study centre. Please note that CIM reserves the right of final arbiter for decisions regarding level of study.

- | | |
|---|--|
| <input type="checkbox"/> CIM Introductory Certificate in Marketing | <input type="checkbox"/> CAM Diploma in Marketing Communications |
| <input type="checkbox"/> CIM Professional Certificate in Marketing | <i>If you're taking the CAM Diploma, please indicate if you are choosing a package option:</i> |
| <input type="checkbox"/> CIM Professional Diploma in Marketing | <input type="checkbox"/> CAM 2 year standard package (UK) |
| <input type="checkbox"/> CIM Chartered Postgraduate Diploma in Marketing | <input type="checkbox"/> CAM 2 year standard package (International) |
| <input type="checkbox"/> CIM Diploma in Hospitality and Tourism Marketing | <input type="checkbox"/> CAM 2 year deluxe package (UK) |
| | <input type="checkbox"/> CAM 2 year deluxe package (International) |
| | <input type="checkbox"/> CAM Diploma in Digital Marketing |
| | <input type="checkbox"/> CAM Diploma in Managing Digital Media |



11 Which study centre have you chosen for your qualification?

Study centre name: _____

For a listing of CIM study centres visit: www.cim.co.uk/studycentres
For CAM study centres visit:
www.camfoundation.com/where_to_study.htm

- I confirm that my chosen study centre has authorised my level of entry

12 Chartered CPD Programme

- I would like to join the Chartered CPD Programme. Full details available at www.cim.co.uk/charteredcpd.

13 How do you wish to study?

- | | | |
|------------------------------------|--|------------------------------------|
| <input type="checkbox"/> Full time | <input type="checkbox"/> Part time | <input type="checkbox"/> Intensive |
| <input type="checkbox"/> Online | <input type="checkbox"/> Distance learning | |

14 What industry sector applies to your companies business?

Please tick one box only

- | | |
|-----------------------------|--|
| <input type="checkbox"/> 1 | mining and extraction |
| <input type="checkbox"/> 2 | energy, petroleum, chemicals and allied products |
| <input type="checkbox"/> 3 | pharmaceuticals |
| <input type="checkbox"/> 4 | mechanical engineering |
| <input type="checkbox"/> 5 | motor vehicles |
| <input type="checkbox"/> 6 | aeronautics and ships |
| <input type="checkbox"/> 7 | electrical engineering |
| <input type="checkbox"/> 8 | computer manufacturing and services |
| <input type="checkbox"/> 9 | textiles/clothing/footwear |
| <input type="checkbox"/> 10 | food/drink/tobacco |
| <input type="checkbox"/> 11 | cosmetics/toiletries, etc |
| <input type="checkbox"/> 12 | household products, etc |
| <input type="checkbox"/> 13 | timber/paper/packaging |
| <input type="checkbox"/> 14 | other products |
| <input type="checkbox"/> 15 | building/construction |
| <input type="checkbox"/> 16 | travel/transport |
| <input type="checkbox"/> 17 | communications |
| <input type="checkbox"/> 18 | commerce/trade/retailing |
| <input type="checkbox"/> 19 | conglomerates/holding companies |
| <input type="checkbox"/> 20 | banking/finance |
| <input type="checkbox"/> 21 | consulting/professional |
| <input type="checkbox"/> 22 | charities/museums, etc |
| <input type="checkbox"/> 23 | hotels/leisure/entertainment |
| <input type="checkbox"/> 24 | police/fire brigade, etc |
| <input type="checkbox"/> 25 | education |
| <input type="checkbox"/> 26 | water companies |
| <input type="checkbox"/> 27 | central government |
| <input type="checkbox"/> 28 | local government |
| <input type="checkbox"/> 29 | health authorities/trusts, etc |
| <input type="checkbox"/> 30 | other services |

15 Determining your branch/interest group

You will automatically be allocated a CIM branch near to you, based upon your postcode. You can also join a market interest group relevant to your area of interest by indicating your choice below. Details of which interest groups are available can be found at www.cim.co.uk/migs.

- I would like to join CIM market interest group(s):

Application to study

16 What are your academic details

- | | |
|--|--|
| <input type="checkbox"/> Degree (any subject) | <input type="checkbox"/> N/SVQ Level 3 (any subject) |
| <input type="checkbox"/> Degree in Marketing or Business | <input type="checkbox"/> N/SVQ Level 3 Marketing |
| <input type="checkbox"/> Masters Degree (any subject) | <input type="checkbox"/> N/SVQ Level 4 (any subject) |
| <input type="checkbox"/> Professional Qualifications | <input type="checkbox"/> N/SVQ Level 4 Marketing |
| <input type="checkbox"/> N/SVQ Level 2 Marketing | <input type="checkbox"/> N/SVQ Level 5 (any subject) |

17 Don't forget to sign your declaration

I agree to accept the decision of the assessor as to my eligibility to study. I agree to abide by the Institute's Charter and Bye-laws (available at www.cim.co.uk/governance) and to observe the provisions of the Institute's codes of professional standards. I confirm that the information supplied in support of my application for membership is correct.

Signature: _____ Date: _____

18 Your payment details

Is your current employer sponsoring your membership and/or tuition? Yes No
Please note we cannot invoice companies and/or individuals.

I wish to pay by cheque I enclose a cheque for £ _____

For CIM qualifications, please make your cheque payable to The Chartered Institute of Marketing. For CAM, please make your cheque payable to The CAM Foundation Ltd.

I wish to pay by credit/debit card*

Please indicate type of card. (*We are not able to accept payment by Diners.)

Visa Mastercard Delta Maestro/Switch American Express Visa Electron or Solo

I authorise you to debit my credit/debit card with the amount of £ _____

My credit/debit card number is:

Valid from Expires Issue number (for Maestro/Switch/Delta/Connect)

Security code (Use last three digits on the reverse of your card. For American Express, use the four digit verification number on the front of your card)

Signature: _____ Date: _____

I wish to pay by Direct Debit

Payment by Direct Debit is only available for the payment of membership fees from a UK bank account. Please select an alternative payment method for payment of assessment fees if appropriate. Please complete the Direct Debit mandate, retaining the bottom section for your reference, before returning this form to CIM.

Please note: The Direct Debit option is not available if applying to study for all CAM Diploma qualifications. Please make payment by cheque or credit card.

Membership fees	UK & Western Europe	International*
Introductory Certificate in Marketing	£120	£85
Professional Certificate in Marketing	£120	£85
Professional Diploma in Marketing	£160	£125
Chartered Postgraduate Diploma in Marketing	£200	£165
CAM Diploma in Marketing Communications	£140	£85
CAM Diploma in Digital Marketing	£140	£85
CAM Diploma in Managing Digital Media	£140	£85
Diploma in Hospitality and Tourism Marketing	£140	£85

*Residents outside of Western Europe.

Assessment fees, for examinations and assignments, are payable in addition to the CIM membership fee. These fees do not include the cost of tuition provided by our Accredited Study Centres. Please contact centres directly to enquire about their fees.

Please note membership fees are non-refundable.