

December 2009

Important notes for completing this form

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

Please complete this form and return with the full application form if you are new to CIM.

Fields marked with an asterisk (*) are compulsory. It may delay your application if not completed.

If you wish to receive confirmation that your form has been received by CIM, remember to provide a stamped addressed postcard and return it with your form.

Special consideration:

If you have special requirements for the examinations, please tick this box

For further details regarding special consideration, visit www.cim.co.uk/learningzone

Please select your method of payment:

cheque credit/debit card

Assessments may only be cancelled within seven days after receiving confirmation of your assessment form from CIM and are non-refundable.

All students sitting CIM examinations (written or online) will be required to provide photographic identification to the invigilator along with a current CIM membership card. Photographic ID can be in the form of a driving licence or national ID card.

All students taking CIM assignments will be required to sign a candidate declaration and have this counter-signed by their tutor. Students must also have a current CIM membership card.

The Chartered Institute of Marketing or your study centre will offer you the facility to sit for your examinations, if this is one of your assessment methods. If you choose not to sit for your examinations at the designated location, please note that you may be liable for an additional charge to accommodate alternative arrangements.

Register online today – it's quick and easy

You can now register for your assessments online via the CIM website using your credit/debit card. Please visit www.cim.co.uk/assessmententry for your quick and easy route to assessment entry.

1 Which assessment(s) are you entering?

CIM

CAM

2 Are you a UK or International applicant?

UK

International

3 Register for your CIM membership

You must be registered as a CIM member to take CIM assessments. Please enter your CIM Membership no:

Please tick box if CIM membership number unknown.

* Forenames: _____

* Family name: _____

Assessment entry deadline

Deadline for completion of assessment entry for the December 2009 assessment session:

Entry by post: 2 October 2009

Entry online: 9 October 2009

No late entries can be accepted.

Assessment entry form

December 2009

4 Fill in your personal details

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

(delete as appropriate)

*Gender: Male Female

*Forenames: _____

*Family name: _____

*Address: _____

*Country: _____

*Postcode: (UK only)

*Date of birth:

Home telephone: _____

Business telephone: _____

Email: _____

Mobile: _____

5 Enter details of your current CIM/CAM Accredited Study Centre

CIM qualifications are taught through a global network of around 350 Accredited Study Centres. This means that each Centre has been quality-audited and approved to teach CIM qualifications.

*Name of your current CIM/CAM Accredited Study Centre:

*Enter your nearest city/town and we will allocate the exam centre closest to you depending on availability:

*Please indicate your chosen study method:

Full time Part time
 Intensive / Weekend Distance

For a listing of CIM Accredited Study Centres visit:
www.cim.co.uk/studycentres

For CAM Accredited Study Centres visit:
www.camfoundation.com/study_centres.htm

Please note: if the information you provide regarding your Accredited Study Centre is incorrect, we reserve the right to find an alternative venue for your examinations.

*** Don't forget to enter your payment details and sign the declaration overleaf.**

Assessment entry checklist

Before you send your assessment entry form back to CIM, please check that you have:

- Signed and dated your form
 - Made the correct selection of examinations or assignments as appropriate
 - Enclosed payment of the correct fee, or provided credit/debit card details
 - Enclosed a stamped addressed postcard if requiring confirmation of receipt
-

6 Select your assessment subjects

Please enter a 'tick' in the box to indicate which subjects you wish to enter for examination or assignment. Assignments are only available if your Accredited Study Centre is approved to run this method of assessment – please check first.

Introductory Certificate in Marketing	Date	Time	Cost		
What is marketing?			Exam - £55	<input type="checkbox"/>	
Understanding Customer Relationships					Assignment - £70 <input type="checkbox"/>
Professional Certificate in Marketing					
Marketing Essentials	01 Dec 09	14.00-17.00	Exam - £55	<input type="checkbox"/>	
Assessing the Marketing Environment	02 Dec 09	14.00-17.00	Exam - £55	<input type="checkbox"/>	
Marketing Information and Research					Assignment - £70 <input type="checkbox"/>
Stakeholder Marketing					Assignment - £70 <input type="checkbox"/>
Professional Diploma in Marketing					
Marketing Research & Information	30 Nov 09	9.30-12.30	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Marketing Planning	01 Dec 09	9.30-12.30	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Marketing Communications	02 Dec 09	9.30-12.30	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Marketing Management in Practice	03 Dec 09	9.30-12.30	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Professional Diploma in Marketing (2009)					
The Marketing Planning Process					Assignment - £75 <input type="checkbox"/>
Delivering Customer Value through Marketing	01 Dec 09	9.30-12.30	Exam - £75	<input type="checkbox"/>	
Managing Marketing					Assignment - £75 <input type="checkbox"/>
Project Management in Marketing					Assignment - £75 <input type="checkbox"/>
Professional Postgraduate Diploma in Marketing					
Analysis & Evaluation	01 Dec 09	14.00-17.00	Exam - £55	<input type="checkbox"/>	
Strategic Marketing Decisions	02 Dec 09	14.00-17.00	Exam - £55	<input type="checkbox"/>	
Managing Marketing Performance	03 Dec 09	14.00-17.00	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Strategic Marketing in Practice	04 Dec 09	14.00-17.00	Exam - £70	<input type="checkbox"/>	
Chartered Postgraduate Diploma in Marketing (2009)					
Emerging Themes					Assignment - £90 <input type="checkbox"/>
Analysis & Decision	02 Dec 09	9.30-12.30	Exam £90	<input type="checkbox"/>	
Marketing Leadership & Planning					Assignment - £90 <input type="checkbox"/>
Managing Corporate Reputation					Assignment - £90 <input type="checkbox"/>
Leading Marketing					Project - £360 <input type="checkbox"/>
Diploma in Tourism Marketing					
Hospitality & Service Marketing	30 Nov 09	9.30-12.30	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Marketing Planning	01 Dec 09	9.30-12.30	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Tourist Behaviour & Motivation	02 Dec 09	14.00-17.00	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
Marketing Management in Practice	03 Dec 09	9.30-12.30	Exam - £55	<input type="checkbox"/>	Assignment - £70 <input type="checkbox"/>
CAM Diploma in Marketing Communications					
Public Relations	01 Dec 09	14.00-16.00	Exam - £65	<input type="checkbox"/>	
Advertising	02 Dec 09	14.00-16.00	Exam - £65	<input type="checkbox"/>	
Direct Marketing and Sales Promotion	03 Dec 09	14.00-16.00	Exam - £65	<input type="checkbox"/>	
Integrated Media					Assignment - £85 <input type="checkbox"/>
Marketing and Consumer Behaviour					Assignment - £85 <input type="checkbox"/>
E-Marketing Award					
					Assignment - £70 <input type="checkbox"/>

Assessment entry form

December 2009

7 Your payment details

I wish to pay by cheque

I enclose a cheque for £ _____ payable to The Chartered Institute of Marketing or The CAM Foundation

I wish to pay by credit/debit card*

Please indicate type of card.

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: _____

Payment notes

- Payment for assessment fees are non-refundable
- A cheque or credit/debit card details must accompany this form in order for it to be processed
- For students taking examinations outside the UK, additional local fees may be charged by the examination centre
- Students are advised to contact their examination centre in advance for confirmation
- Please note we cannot invoice companies and/or individuals
- The Chartered Institute of Marketing or your study centre will offer you the facility to sit for your examinations, if this is one of your assessment methods. If you choose not to sit for your examinations at the designated location, please note that you may be liable for an additional charge to accommodate alternative arrangements

8 Please sign your declaration

I understand and agree to comply with the examination and assessment regulations as published by The Chartered Institute of Marketing. Details of these regulations can be found at www.cim.co.uk/learningzone

Signature: _____

Date: _____

9 Post this completed assessment entry form

Please post your completed assessment entry form to:

Membership Services, The Chartered Institute of Marketing, Moor Hall, Cookham, Maidenhead, Berkshire, SL6 9QH, UK

Please allow 2 weeks for your application to be processed by CIM or slightly longer for international applicants. If you have requested confirmation from CIM but have not heard from us after 3 weeks, please contact Membership Services on +44 (0)1628 427120 to confirm that your form has been received.