

# 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.

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

In order for CIM to process your application,  
you must complete sections 2 and 6 in full.

If you need any further information or assistance contact us.  
email: [qualifications@cim.co.uk](mailto: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

Are you applying for a CIM or a CAM qualification?

CIM  CAM

## Application checklist

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

- Obtained authorisation of your entry level from your accredited study centre (Or enclosed supporting evidence if self studying)
- 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

CIM 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 web site at [www.cim.co.uk](http://www.cim.co.uk)

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## 5 Data protection

Please indicate if you are happy to receive communications via the following channels. (Tick all that apply)

Post  Email  Telephone

### CIM

CIM, CIM branches and CIM market interest groups will contact you with information regarding your membership and studying.

### CIM products

CIM may also contact you regarding other products from its portfolio, such as training courses, in order to keep you informed about other services available and discounts you may be entitled to as part of your CIM membership.

### Other companies external to CIM

From time to time, CIM is approached by other companies who would like to inform you of relevant business and marketing information. These companies are strictly controlled and we never disclose member information directly to them.

Post  Email  Telephone

## 6 Your personal contact details

Home address: \_\_\_\_\_

Town: \_\_\_\_\_ County: \_\_\_\_\_

Country: \_\_\_\_\_ Postcode: (UK Only)

*(A full postcode is essential for UK applicants to avoid delays in processing your form)*

Home telephone:

*(please include all relevant international and area dialing codes)*

Home fax:

Mobile:

Home email address:

## 7 Your current appointment and company details

Job title: \_\_\_\_\_ Date appointed: \_\_\_\_\_

Director  Senior manager  Middle manager  
 Junior manager  Coordinator  Administrator

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Town: \_\_\_\_\_ County/province: \_\_\_\_\_

Country: \_\_\_\_\_ Postcode: \_\_\_\_\_

Business telephone: \_\_\_\_\_ Business fax: \_\_\_\_\_

Business email: \_\_\_\_\_

*Please tick one box only*

Public company  Private company

## 8 Choose an address to receive correspondence

CIM will keep you updated with relevant information as part of your membership. At which address would you prefer to receive correspondence regarding your membership?

Home  Business

## 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"/> Other                         |
| <input type="checkbox"/> Direct marketing |  |

## 10 What is the entry level of your study?

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

All students (except those selecting the self-study route) 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 Professional Postgraduate Diploma in Marketing | <input type="checkbox"/> CAM 2 year standard package (International)                           |
| <input type="checkbox"/> CIM Diploma in Tourism Marketing                   | <input type="checkbox"/> CAM 2 year deluxe package (UK)  |
| <input type="checkbox"/> CIM e-Marketing Award                              | <input type="checkbox"/> CAM 2 year deluxe package (International)                             |



## 11 Which study centre have you chosen for your CIM qualification?

Study centre name: \_\_\_\_\_

For a listing of CIM study centres visit: [www.cim.co.uk/studycentres](http://www.cim.co.uk/studycentres)

For CAM study centres visit:

[www.camfoundation.com/where\\_to\\_study.htm](http://www.camfoundation.com/where_to_study.htm)

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

## 12 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 |                                    |

## 13 What industry sector applies to your company's 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                                   |

## 14 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](http://www.cim.co.uk/migs) or in the prospectus.

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

