

# Upgrading your membership

## Upgrade checklist

To enable us to assess your upgrade, please complete this application form and return it with:

- Your current and up to date CV, signed and verified by your line manager or equivalent at your present company (If you are self-employed or the head of your organisation, this may be a previous employer or professional adviser)
- Copies of relevant academic qualifications
- If you are applying to upgrade to Fellow grade (FCIM), to be eligible you must:
  - meet Member (MCIM) criteria (full details at [www.cim.co.uk/membership](http://www.cim.co.uk/membership))
  - have a strong marketing background (circa 15 years), and must have held a role such as Chief Executive, Executive Director, Senior Marketing Executive, Professor of Marketing, Senior Academic or Senior Marketing Consultant for a minimum period of five years
  - be employed in a marketing related role at the time of application

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

Your membership number \_\_\_\_\_

## 1. Personal details

Dr     Mr     Mrs     Ms     Miss     Other (please specify) \_\_\_\_\_     Male     Female  
 Forenames \_\_\_\_\_ Surname \_\_\_\_\_  
 Nationality \_\_\_\_\_ Date of birth (DD/MM/YYYY) \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Home address \_\_\_\_\_  
 Town \_\_\_\_\_ County \_\_\_\_\_  
 Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Contact number \_\_\_\_\_ (please specify)     Business     Mobile     Home  
 Contact email \_\_\_\_\_ (please specify)     Business     Personal

## 2. Your current appointment

Job title \_\_\_\_\_ Date appointed (MM / YYYY) \_\_\_\_\_ / \_\_\_\_\_  
 Director/Senior Manager     Middle Manager     Junior Manager     Non-Manager/Executive     Other (please specify)

## 3. Company details

Company name \_\_\_\_\_  
 Company address \_\_\_\_\_

## 4. Curriculum vitae verification

Signature \_\_\_\_\_ Print name \_\_\_\_\_  
 Position \_\_\_\_\_ Date \_\_\_\_\_  
 Contact phone/email \_\_\_\_\_

## 5. Declaration

I agree to accept the decision of The Chartered Institute of Marketing as to my eligibility for election to the appropriate grade of membership.  
 I agree to abide by The Institute's Charter and Bye-laws and to observe the provisions of The Institute's Code of Professional Standards.  
 I confirm that the information supplied in support of my application for membership is correct.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**For office use only**    Approved     FCIM     MCIM     ACIM     AP

Signed \_\_\_\_\_ Date \_\_\_\_\_