

# Assessment entry form

## September 2011

### 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.

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.

#### Payment method

Please select your method of payment:

cheque  credit/debit card

#### Special consideration:

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

For further details regarding special consideration, visit [www.cimlearningzone.com](http://www.cimlearningzone.com)

Assessments may only be cancelled within seven days after receiving confirmation of your assessment bookings from CIM and fees 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.

Students sitting assessments by examination will be assigned an examination location by The Chartered Institute of Marketing. If you choose not to sit for your examinations at the designated location, 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](http://www.cim.co.uk/assessmententry) for your quick and easy route to assessment entry.

### Which assessment(s) are you entering?

CIM

CAM

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### 1 Are you a UK or International applicant?

UK

International

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### 2 Register for your CIM membership

You must be registered as a CIM member to take CIM/CAM 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 September 2011 assessment session:

Entry by post: 1 July 2011

Entry online: 8 July 2011

No late entries can be accepted.

If your entry is collected by the British Council please ensure you submit by the 1 July 2011 deadline. If you are unsure of the process please contact your tutor.

# Assessment entry form

## September 2011

### 3 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: \_\_\_\_\_

Mobile: \_\_\_\_\_

\*E-mail: \_\_\_\_\_

This e-mail address will be used to communicate your assessment results.

### 4 Enter details of your current CIM/CAM Accredited Study Centre

CIM/CAM qualifications are taught through a global network of around 300 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:  
\_\_\_\_\_

No bookings will be made without an Accredited Study Centre being selected.

\*Please indicate your chosen study method:

- Full time  Part time  
 Intensive / Weekend  Distance learning

For a listing of CIM Accredited Study Centres visit:  
[www.cim.co.uk/studycentres](http://www.cim.co.uk/studycentres)

For CAM Accredited Study Centres visit:  
[www.camfoundation.com/study\\_centres.htm](http://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 submit your assessment entry form, 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

# Assessment entry form

## September 2011

### 5a Select your assessment subjects

Please enter a 'tick' in the box to indicate which subjects you wish to enter for examination or assignment.

Introductory Certificate in Marketing	Date	Time	Cost	
What is Marketing?			Exam - £55	<input type="checkbox"/>
Understanding Customer Relationships				Assignment - £55 <input type="checkbox"/>
<b>Professional Certificate in Marketing</b>				
Marketing Essentials	6 Sept 2011	14.00-17.00	Exam - £70	<input type="checkbox"/>
Assessing the Marketing Environment	7 Sept 2011	14.00-17.00	Exam - £70	<input type="checkbox"/>
Marketing Information and Research				Assignment - £70 <input type="checkbox"/>
Stakeholder Marketing				Assignment - £70 <input type="checkbox"/>
<b>Professional Diploma in Marketing</b>				
Marketing Planning Process				Assignment - £80 <input type="checkbox"/>
Delivering Customer Value through Marketing	6 Sept 2011	9.30-12.30	Exam - £80	<input type="checkbox"/>
Managing Marketing				Assignment - £80 <input type="checkbox"/>
Project Management in Marketing				Assignment - £80 <input type="checkbox"/>
<b>Chartered Postgraduate Diploma in Marketing</b>				
Emerging Themes				Assignment - £90 <input type="checkbox"/>
Analysis and Decision	7 Sept 2011	9.30-12.30	Exam - £90	<input type="checkbox"/>
Marketing Leadership and Planning				Assignment - £90 <input type="checkbox"/>
Managing Corporate Reputation				Assignment - £90 <input type="checkbox"/>
Leading Marketing				Project - £360* <input type="checkbox"/>

# Assessment entry form

## September 2011

### 5b Select your assessment subjects (continued)

Please enter a 'tick' in the box to indicate which subjects you wish to enter for examination or assignment.

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#### Diploma in Hospitality and Tourism Marketing

Hospitality and Services Marketing	Assignment - £85	<input type="checkbox"/>
Tourist Motivation and Behaviour	Assignment - £85	<input type="checkbox"/>
Marketing and Consumer Behaviour	Assignment - £85	<input type="checkbox"/>

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#### Diploma in Marketing Communications

Integrated Media	Assignment - £85	<input type="checkbox"/>
Marketing and Consumer Behaviour	Assignment - £85	<input type="checkbox"/>

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#### Diploma in Digital Marketing

Digital Marketing Essentials	Assignment - £85	<input type="checkbox"/>
Digital Marketing Planning	Assignment - £85	<input type="checkbox"/>
Marketing and Consumer Behaviour	Assignment - £85	<input type="checkbox"/>

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#### Diploma in Managing Digital Media

Integrating Digital Media and Branding	Assignment - £85	<input type="checkbox"/>
Implementing Digital Campaigns	Assignment - £85	<input type="checkbox"/>

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# Assessment entry form

## September 2011

### 6 Your payment details

I wish to pay by cheque

I enclose a cheque for £ \_\_\_\_\_ payable to The Chartered Institute of Marketing (for CIM assessments)  
payable to The CAM Foundation Ltd (in section 5b assessments)

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: \_\_\_\_\_

### Payment notes

- Payment for assessment fees is 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 your examinations at the designated location, please note that you may be liable for an additional charge to accommodate alternative arrangements

### 7 Please sign your declaration

I understand and agree to comply with examination and assignment regulations as published by The Chartered Institute of Marketing. Details of these regulations can be found at [www.cimlearningzone.com](http://www.cimlearningzone.com)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### 8 Post this completed form

Please post your completed assessment entry form to:

Membership, 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 on +44 (0)1628 427120 to confirm that your form has been received.

If you are based in Africa, please check with British Council who may collect your application and assessment fees on your behalf, in local currency.



Moor Hall  
Cookham  
Maidenhead  
Berkshire SL6 9QH, UK

E-mail [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)

Tel +44 (0)1628 427120

Fax +44 (0)1628 427158

[www.cimlearningzone.com](http://www.cimlearningzone.com)

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