

# ASSESSMENT ENTRY FORM

December 2012

## 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 application to study form if you are new to CIM.

Fields marked with an asterisk (\*) are compulsory.

### Reasonable adjustments:

If you have reasonable adjustments for the examinations,

please tick this box

It is important that you inform CIM if you have any permanent or temporary condition that you wish to be taken into consideration when taking a CIM examination.

You are strongly advised to read the Reasonable Adjustments and Special Consideration policy in the Assessment section on [www.cimlearningzone.com](http://www.cimlearningzone.com) to see if you are eligible for a reasonable adjustment.

**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 the final confirmation letter or 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. **ALL students must also have current CIM membership.**

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.

## 1 FILL IN YOUR PERSONAL DETAILS

\*Title: Dr, Mr, Mrs, Ms, Miss, Other \_\_\_\_\_  
(delete as appropriate)

\*Forenames: \_\_\_\_\_

\*Family name: \_\_\_\_\_

Membership number: \_\_\_\_\_

### 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.

### Assessment entry deadline

Deadline for completion of assessment entry for the December 2012 assessment session:

Entry by post: 28 September 2012

Entry online: 5 October 2012

No late entries can be accepted.

If your entry is collected by the British Council please ensure you submit by 21 September 2012. If you are unsure of the process please contact your tutor.

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

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## 2 FILL IN YOUR PERSONAL DETAILS

\*Postal address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Country: \_\_\_\_\_

\*Postcode: (UK only)

\*Date of birth:

Telephone: \_\_\_\_\_

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

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

This e-mail address will be used to communicate your assessment results. Confirmation and final notification letter will be e-mailed.

## 3 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.

Bookings cannot be accepted unless you are registered with an Accredited Study Centre.

\*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 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/accredited-study-centres](http://www.camfoundation.com/accredited-study-centres)

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 FORM

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## 4A SELECT YOUR ASSESSMENT SUBJECTS

Please enter a 'tick' in the box to indicate which subjects you wish to enter for examination or assignment. Please check with your Study Centre which units you need to book for.

<b>Introductory Certificate in Marketing</b>	<b>Date</b>	<b>Time</b>	<b>Cost</b>
What is Marketing?			Exam - £55 <input type="checkbox"/>
Understanding Customer Relationships			Assignment - £55 <input type="checkbox"/>
<b>Professional Certificate in Marketing</b>			
Marketing Essentials	4 Dec 2012	14.00-17.00	Exam - £70 <input type="checkbox"/>
Assessing the Marketing Environment	5 Dec 2012	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	4 Dec 2012	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	5 Dec 2012	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"/>

I wish to renew my membership and authorise you to take the relevant fee.

# ASSESSMENT ENTRY FORM

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## 4B SELECT YOUR ASSESSMENT SUBJECTS (CONTINUED)

Please enter a 'tick' in the box to indicate which subjects you wish to enter for examination or assignment. Please check with your Study Centre which units you need to book for.

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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

Marketing and Consumer Behaviour				Assignment - £85	<input type="checkbox"/>
Public Relations	5 Dec 2012	09.30-11.30	Exam - £65	<input type="checkbox"/>	
Direct Marketing and Sales Promotion	4 Dec 2012	09.30-11.30	Exam - £65	<input type="checkbox"/>	
Advertising	5 Dec 2012	14.00-16.00	Exam - £65	<input type="checkbox"/>	
Integrated Media				Assignment - £85	<input type="checkbox"/>

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### Diploma in Digital Marketing

Digital Marketing Planning				Assignment - £85	<input type="checkbox"/>
Digital Marketing Essentials				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"/>
Advertising	5 Dec 2012	14.00-16.00	Exam - £65	<input type="checkbox"/>	
Public Relations	5 Dec 2012	09.30-11.30	Exam - £65	<input type="checkbox"/>	

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### Diploma in Digital Media and Branding

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

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### Diploma in Digital Campaign Planning

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

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### Diploma in Mobile Marketing

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

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### Diploma in Digital Metrics and Analytics

Marketing and Consumer Behaviour				Assignment - £85	<input type="checkbox"/>
Digital Marketing Essentials				Assignment - £85	<input type="checkbox"/>
Web Analytics and Social Media Monitoring				Assignment - £85	<input type="checkbox"/>

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I wish to renew my membership and authorise you to take the relevant fee.

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## 5 YOUR PAYMENT DETAILS

I wish to pay by cheque

I enclose a cheque for £ \_\_\_\_\_ payable to The Chartered Institute of Marketing (for section 4a)  
payable to The CAM Foundation Ltd (for section 4b)

I wish to renew my membership and authorise you to take the relevant fee.

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

## 6 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: \_\_\_\_\_

## 7 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.



The Chartered Institute of Marketing  
Moor Hall  
Cookham  
Maidenhead  
Berkshire, SL6 9QH,  
United Kingdom

**JOIN US TODAY**

Call: **+44 (0)1628 427120**  
Visit: **[www.cim.co.uk](http://www.cim.co.uk)**  
E-mail: **[qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)**

For a snapshot of your member  
benefits, visit:  
**[www.cim.co.uk/benefits](http://www.cim.co.uk/benefits)**

To find out more about continuing  
professional development (CPD) visit:  
**[www.cim.co.uk/charteredcpd](http://www.cim.co.uk/charteredcpd)**