



Pricing 2011

PRICES	Professional Certificate in Marketing	Professional Diploma in Marketing
Intensive weekend study programme	Colchester, Ipswich, Chelmsford, Hull £1695 12 months support (see AfM Pass Plus scheme) Includes textbook for each module, study materials and refreshments on weekend study modules	Colchester, Ipswich, Chelmsford, Hull £1695 12 months support (see AfM Pass Plus scheme) Includes textbook for each module, study materials and refreshments on weekend study modules
Intensive weekend study programme single module	Colchester, Ipswich, Chelmsford, Hull £500 6 months support Includes textbook for each module, study materials and refreshments on weekend study modules	Colchester, Ipswich, Chelmsford, Hull £500 6 months support Includes textbook for each module, study materials and refreshments on weekend study modules
Distance learning programme (from 2011)	UK £400 per module Overseas £400 per module + £25 - £50 admin cost dependent on location	UK £400 per module Overseas £400 per module + £25 - £50 admin cost dependent on location
Retaker programme per module for EXISTING students outside AFM Pass Plus scheme	£100	£100
Retaker programme per module for New students not wishing to attend a study weekend	£250	£250
Personal tuition face to face	£50 per hour	£50 per hour

Prices for the intensive programme are based on 4 modules studied and assessed over a 12 month period. It is possible to study these programmes over a longer or shorter period. Students choosing to do this must discuss options with the programme lead and an additional administration fee of £75 per module will be applied.

Other fees

Unless otherwise specified, fees include all course materials and learning support. **They do not include CIM membership and assessment fees, which are additional and payable to the Chartered Institute of Marketing.**

CIM Annual Membership Fees

Please note that these are subject to change and need to be checked with the CIM.

Students must have their CIM membership fees paid so that their 12 month CIM membership covers the examination date or assignment submission date. This means that students may need to renew their membership during the course of their studies should they take longer than one year to complete their studies.

Please check with CIM if you are in any doubt about the terms of your membership.

First year Membership Fee	Europe Other Areas	
Professional Certificate	£120	£85
Professional Diploma	£200	£125

Renewal Fee (subsequent years)	Europe Other Areas	
All Levels	£120	£85

CIM Assessment Fees (per module)

Professional Certificate	£70 exam	£70 assignment
Professional Diploma	£80 exam	£80 assignment

Payment Terms/Arrangements

Employer Paid

Course fees are payable in full by BACS transfer on confirmation of a provisional place on a specific programme. They can be paid in 2 installments if required

Installment one - £895 + £75 admin fee on confirmation of place

Installment two - £800 to be paid prior to the start of module 3

Self funding students

A range of payment options are available for self funding students

1. Full payment in advance – 5% discount will be applied.

2. 2 installments if required

Installment one - £895 on application

Installment two - £800 to be paid prior to the start of module 3

3. An initial payment of £300 payable on application with the remainder in 6 monthly installments by standing order to commence one month following confirmation of place.

4. Students can also pay for separate modules – each module payment is due in full prior to the start of the module.

Self funded students may also pay their balance by credit / debit card, credit transfer or cheque.

Credit card payments

Please note all credit card payments are subject to an extra 2% charge.

Cancellations

Once an invoice has been raised, it must be honored. An invoice will be raised on confirmation of a provisional place following receipt of application. On full courses paid for in advance, cancellations may be made up to 30 days after receipt of application form and deposit. A full refund will be made following application of cancellation fee of £250. No cancellations will be accepted on modular payments once students have received their books and access study materials. If a student has attended an Intensive Weekend course during this period they will need to pay the cost of the module. Cancellations after that date will not be eligible for a refund although student substitutions may be allowed.

Prices are reviewed every six months.