



APPLICATION FORM CIM PROFESSIONAL DIPLOMA IN MARKETING/CIM PROFESSIONAL CERTIFICATE IN MARKETING

Please complete all sections. If you have any further questions please contact us at info@academyformarketing.com or on 0845 226 3203.

Notes on how to apply:

- 1. Application form:** Please complete each section fully.
- 2. Education Certificates:** Please enclose copies of higher education certificates which support your application. DO NOT SEND ORIGINALS.
- 3. English language proficiency:** If your native language is not English it will be necessary to provide evidence of your English language proficiency. E.g. TOEFL, IELTS, Cambridge exam results.
- 4. Sponsored students:** All students sponsored by their employers must ensure that the employer's authorisation section of the application form is completed and signed by the sponsor.
- 5. Application checklist:**
 - Completed application form
 - Copies of certificates
 - English language proficiency test (if applicable)
 - An up to date CV
 - Sponsor's signature (if applicable)

Completed application forms and supporting documents should be returned to:

The Academy for Marketing Suite 115 Communications House 9 St Johns Street, Colchester Essex CO2 7NN

PERSONAL DETAILS (Please write in BLOCK capitals)

Surname: _____

First names: _____

Address: _____

Postcode: _____

Email: _____

Phone: _____

Fax: _____

Mobile: _____

Nationality: _____

Gender: Male _____ Female _____

Date of Birth: _____

Employer: _____

Number of staff: _____

Nature of business: _____

Please indicate the course you are applying for:

- CIM Professional Diploma
- CIM Professional Certificate

Please indicate the start date of the course you are applying for.

Where did you hear about the Academy for Marketing?

ELIGIBILITY TO ENROL

CIM PROFESSIONAL DIPLOMA

As a minimum, the following qualifications or experience is recommended as the prerequisite for entry onto the Professional Diploma in Marketing:

- The CIM Professional Certificate in Marketing (either 2002 syllabus or the 2008 syllabus)
OR
- Any business or marketing Bachelors or Masters Degree (or an equivalent qualification) where a minimum of one third of credits come from marketing (ie 120 credits in Bachelors degrees or 60 credits with Masters Degrees)
OR
- Experience in a marketing management role that has provided potential students with ability to be able to demonstrate that they can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so and is sufficient to pass the Entry test to Level 6

Note: Entry level is dependent upon the currency and relevance of your qualifications and experience. If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 or Trinity ISE III/IV.

CIM PROFESSIONAL CERTIFICATE

This qualification is the equivalent to the first year of a foundation degree, which means you will need to meet at least one of these criteria:

- Have a minimum of two 'A' Levels
- Hold any general Bachelors or Masters degree
- Hold a CIM Introductory Certificate in Marketing (Level 2 or 3)
- Have an NVQ or SVQ Level 3 (equivalent to NGF Level 3)
- Have an NVQ or SVQ Level 4 in any other subject (UK – equivalent to NGF Level 4 and above)
- Hold an international baccalaureate (equivalent to NQF Level 3 and above) or a pass of the entry test onto Level 4

If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 or Trinity ISE III/IV.

PAYMENT DETAILS

- COMPANY SPONSORED** (please ensure employers authorisation details are completed and signed)

Organisation: _____

Manager's name: _____

Manager's position: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____

Purchase order: _____

Signature: _____

Date: _____

Payment

- Full payment
 2 instalments

SELF

- Full payment
 2 instalments
 Deposit & 6 monthly instalments
 Per module

Payment method (please tick)

- Cheque (made payable to Academy for Marketing)
 credit/debit card
 bank transfer

Card Details (please tick)

- Switch/Solo
- Visa
- Visa Delta
- Visa Electron
- Mastercard

Name on card: _____

Address of Card Holder: _____

Card Number: _____

Expiry date: _____

Security Code:
(last 3 digits on card
signature strip) _____

Issue No (Switch only): _____

Start Date: _____

TERMS AND CONDITIONS

- All students sponsored by their employer must ensure that the employer's authorisation section of the application form is completed with a purchase order and signed.
- Alternatively payment should accompany application form
- All course fees must be paid for in full 30 days prior to the start of the course. Any fees outstanding at the start of the course will be subject to an additional 10% surcharge. However, AfM reserves the right to offer the place to another student.
- Cancellation of enrolment prior to the start of the course and after fees have been paid will be subject to a £250 administration charge.
- Fees are non- refundable after the commencement of the course for which the student is enrolled except in exceptional circumstances. Students can defer onto another cohort with the agreement of AfM – administration fees will apply.
- Fees are **exclusive** of professional body registration and examination fees. Please refer to the The Cahrtered Institute of Marketing for their current fees.
- Students are responsible for ensuring that they are members of the appropriate examination body and that they have entered for the correct examination/assessment by the deadline set. The Academy for Marketing accepts no responsibility for students missing registration deadlines.
- The Academy reserves the right to change the lecturers, dates, venues and cancel classes.
- 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.

I understand and agree to the conditions of enrolment and I confirm that the details that I have provided are correct.

Signature:

Date: