

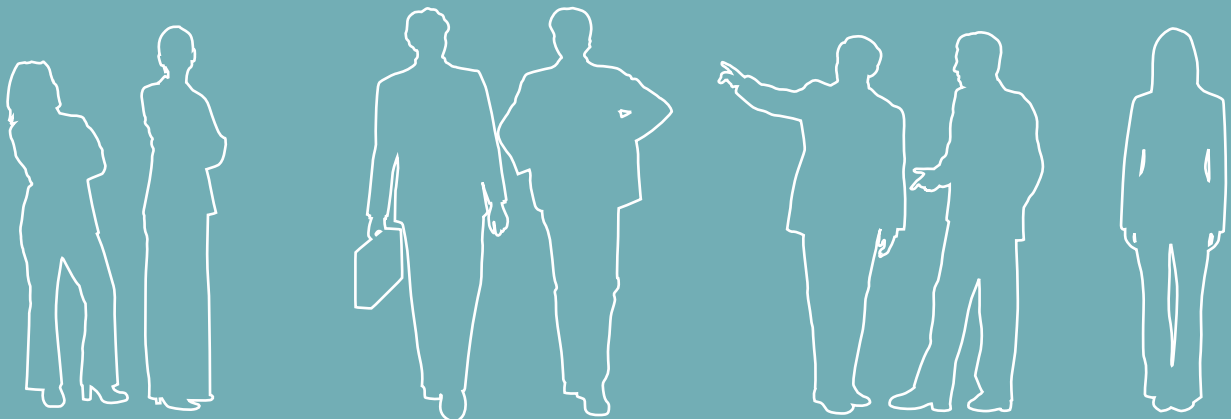


The Chartered
Institute of Marketing



Serious about progressing your career?

CIM Professional Marketing Qualifications Prospectus 2009/10



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Where do you want to be?

The fact you're holding this prospectus is a good thing because it clearly demonstrates your commitment to progressing your marketing career.

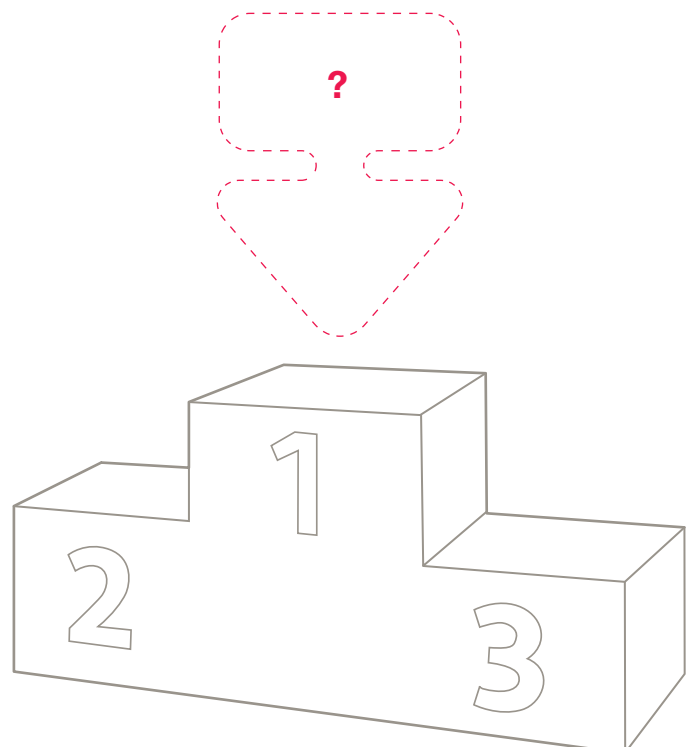
It really doesn't matter where you are in your career right now. What's important is where you want to be – because if you want a long and prosperous career in this great industry, you can never afford to stop learning.

And that's where we come in.

We are The Chartered Institute of Marketing (CIM), the largest, longest established and most respected marketing organisation in the world – bar none. In our experience, there's no such thing as an unqualified success, and our unique set of qualifications will make a real difference to your career – whether you're a student, marketing assistant, or responsible for an entire marketing department.

This prospectus gives you an overview of the qualifications we offer and why you need them, along with all the logistics of how, when, and with whom you can study.

The rest of your career is now in your hands.
Where can we take you?



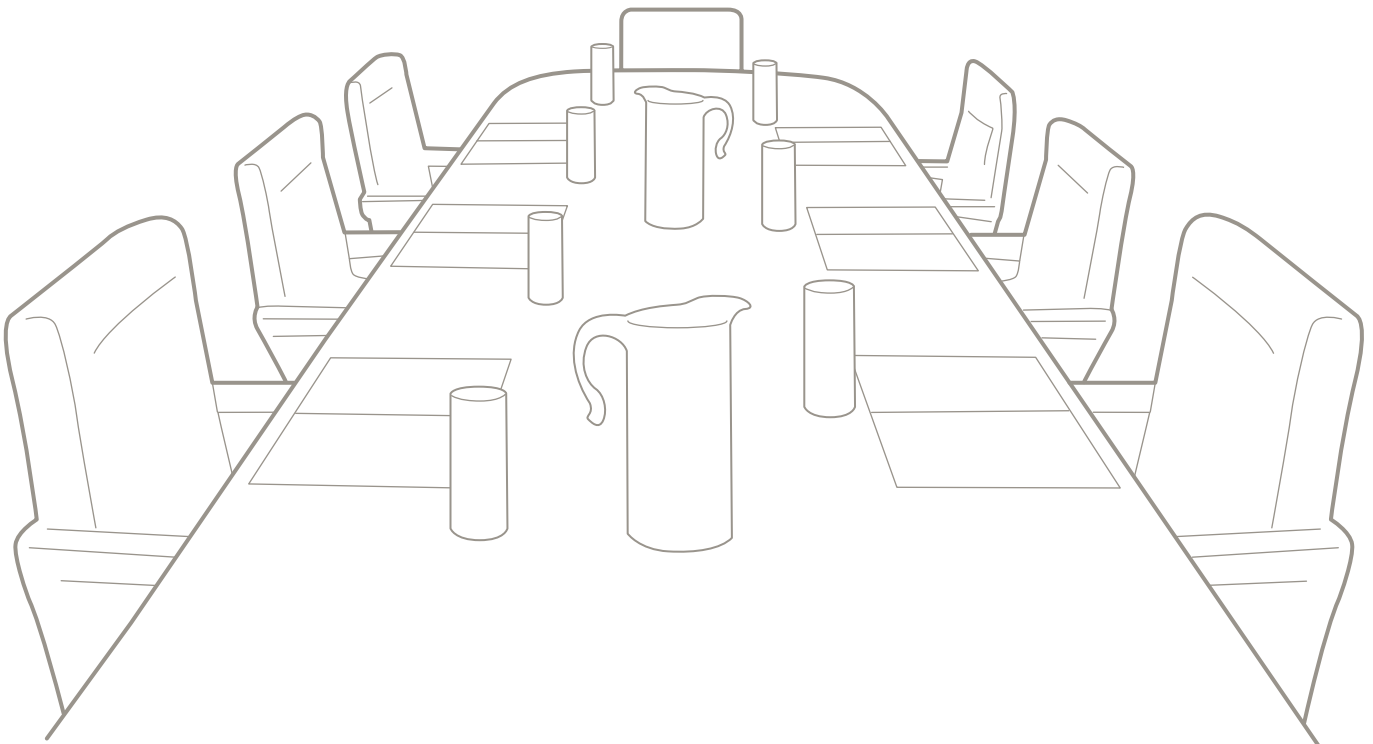
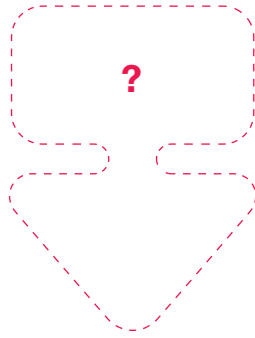
How far can our qualifications take you?

If you want a place at the top table, no marketplace is more crowded and competitive than that for marketers.

- Some one in seven UK degrees now have some marketing element
- The number of applicants for nationally advertised marketing jobs in the UK regularly hits the 500 mark
- Meanwhile, deregulation of markets and the widening of the EU means that more people than ever will be fighting for the top jobs

How are you going to compete?

No matter what your industry, you need practical and relevant marketing knowledge to help keep abreast of everything from new technology and channels, changing legislation, shifting consumer moods, the very latest techniques for collecting and analysing data – as well as the bigger business issues around strategy and process that can give you credibility way beyond the marketing department.

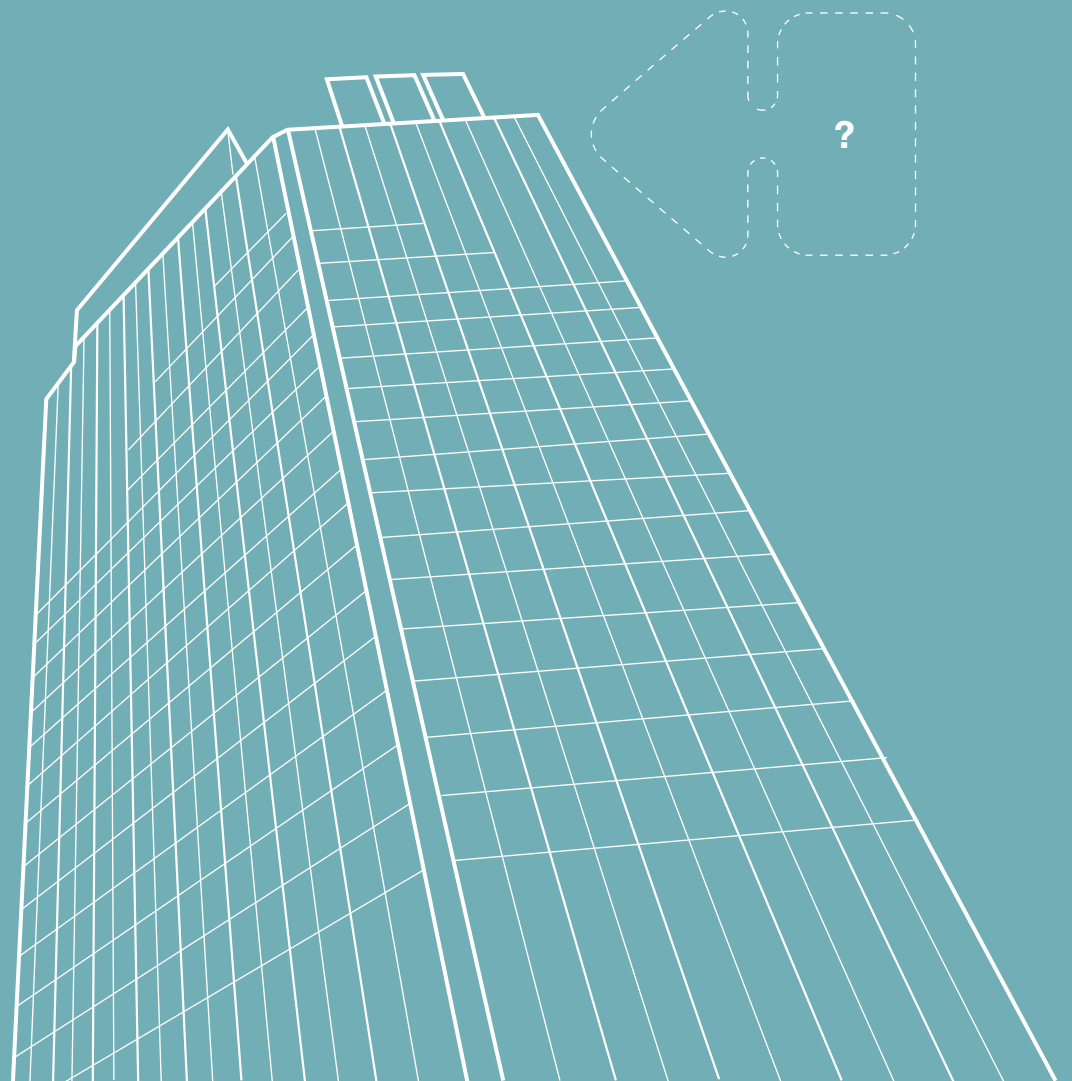


Bottom line: To reach the highest level, there's only one way to guarantee to an employer that you're more capable and credible than the next candidate – and that's to hold internationally recognised, professional qualifications that prove your competence as a marketer.

When it comes to choosing a qualification, everyone claims they're the best (this is marketing after all). However:

- There is only one organisation currently that has marketing qualifications directly mapped to the UK Government framework for national marketing standards
- And we can help you scale the heights of the profession and achieve Chartered Marketer status

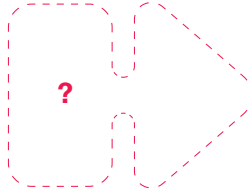
It's not about the usual standard industry qualifications - ours are the **industry standard**.



Which qualification is right for you?

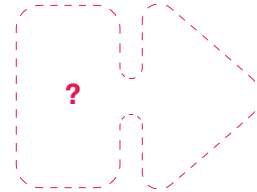


Interested to find out about marketing?



The **Introductory Certificate in Marketing** is for anyone looking to find out more about marketing. You don't need experience or qualifications to take this qualification. It will ground you in the essentials of marketing theory, and gives you practical knowledge to take back into the workplace.

Looking to advance your career?

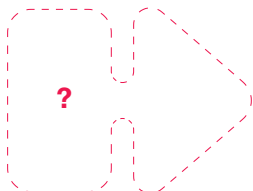


The **Professional Certificate in Marketing** is for those in tactical marketing positions looking to progress, and gives you in-depth knowledge of everything from understanding customers and how to collect and analyse data.

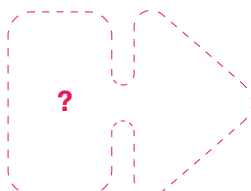
Your career is a journey – and as it progresses, the skills and knowledge you need to succeed will change. Just look at how the internet has transformed marketing in the past 10 years...

Continuing professional development (CPD) is something (as the name suggests) that never stops, even when you reach the heights of Chartered Marketer status. That's why our set of qualifications is designed to follow your career path and help you deliver the performance and results increasingly demanded of the best marketers – wherever you are today.

This even extends to our own Chartered CPD Programme – a voluntary plan open to all those studying our qualifications that can help you assess, plan, and hopefully attain all your professional goals.

Getting into marketing management?

The **Professional Diploma in Marketing** is for marketers with operational responsibility and an eye on management. You'll learn how to plan, implement and measure marketing activities at the operational level, and understand the impact of marketing decisions on other functions within the business.

Aspiring to be a senior marketer?

The **Chartered Postgraduate Diploma in Marketing** is a challenging marketing qualification that demonstrates your specialist, professional knowledge across a range of areas. It's perfect if you're looking to manage and influence marketing strategy at the highest levels in your organisation.

**Want to be an effective communicator?**

The **CAM Diploma in Marketing Communications** gives you an in-depth understanding of the main communication methods that can help your company meet its business objectives – from advertising and PR to branding and direct marketing.

Planning on a digital future?

Our **e-Marketing Award** gives you a great all-round grounding in the digital medium, covering the creation of e-Marketing plans, along with how to use the web more effectively as a research tool and sales channel.

Forging a career in tourism?

Our **Diploma in Tourism Marketing** provides you with a good range of relevant marketing and business skills – including how to manage marketing campaigns, and staff.

How can you find the time?

We can't promise that our qualifications are easy, but we do try and make studying for them as easy as possible through our global network of Accredited Study Centres. Accreditation means that each centre has been quality-audited and approved to teach our qualifications and that tutors have access to essential teaching resources and information.

Warning: Do not study with an unaccredited study centre. Aside from not having The Chartered Institute of Marketing endorsement, they won't have access to the latest information about the syllabus and assessments – or indeed access to a wide range of tailor-made tutor resources.

Accredited Study Centres offer a range of different study options to suit your circumstances. Why not check out our global listing of study centres at www.cim.co.uk/studycentres.

Part time or full time

If you have a job, then evening classes are a good way to balance work and study. If, on the other hand, you have the time and commitment to get qualified more quickly, maybe you'd prefer to attend full-time classes although you will have a more fulfilling learning experience if you study while working.

Intensive/Weekends

These increasingly popular study options allow you to study for and complete your qualification through intensive/weekend learning supported with prepared material, tutorials and face-to-face workshops.

Distance Learning

We also give you the option of studying remotely, with access to tutors and other important resources available via phone, email or web. This allows you to study at your own pace, although you'll need to be disciplined in order to keep up with your studies, and you may miss the value of debate with others.

www.cim.co.uk/studycentres





According to our latest Croner Reward Survey Senior Managers and Junior Managers who are members of The Chartered Institute of Marketing are paid between 2% and 6% above the salary of an equivalent non-member.

If you're currently employed, why not suggest to your employer that they sponsor you? Based on our experience, there's a 65% chance they will say yes. After all, the advantages of employing motivated, talented and knowledgeable marketers are hard to deny.

To help convince your boss, we've even produced a tear-out leaflet as the centre spread of this booklet stating the compelling business case for employing a CIM qualified marketer, which is very convincing.

Where on earth will our qualifications take you?

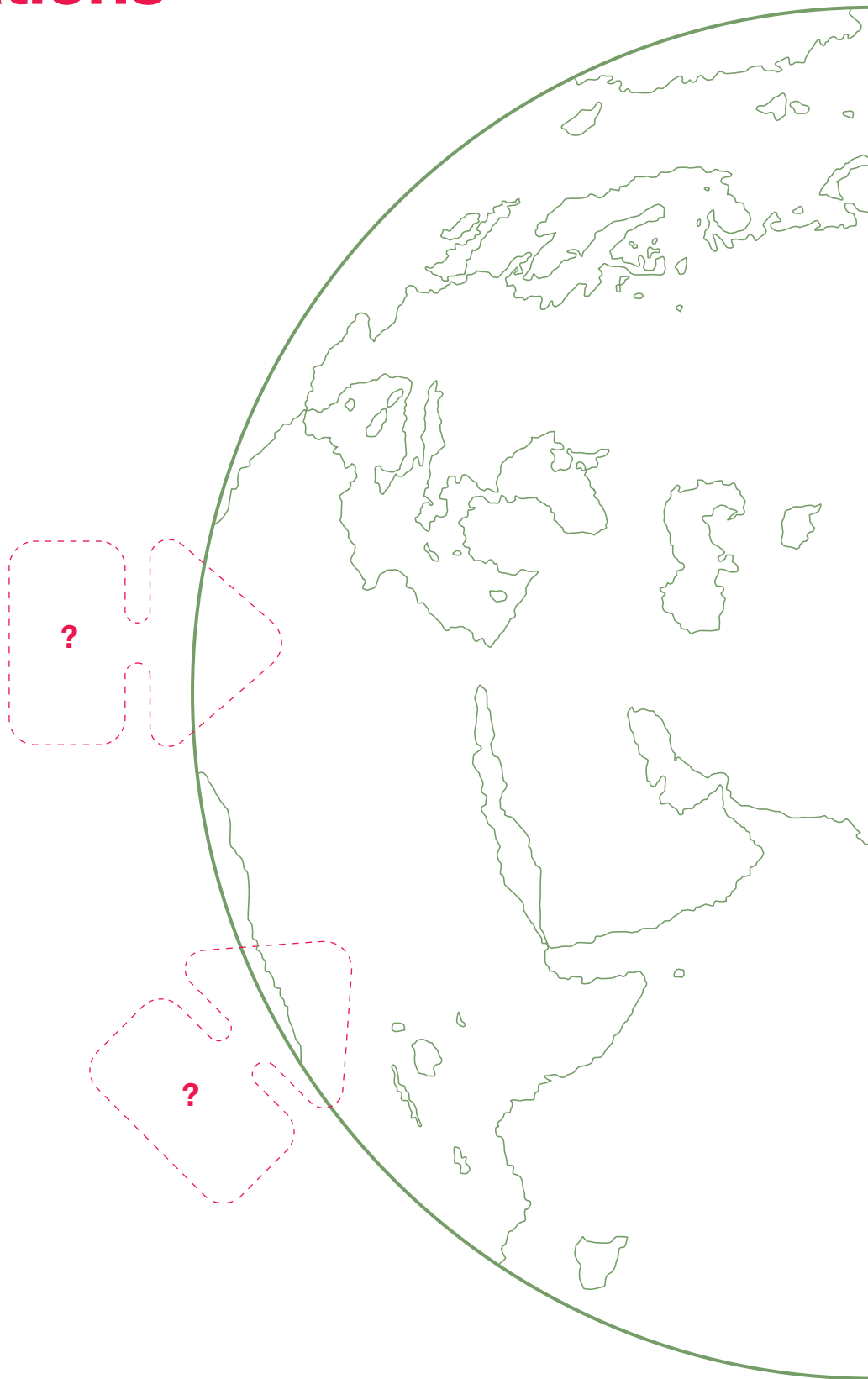
The language of marketing transcends national boundaries. And never has there been more opportunity than now – as exciting new marketplaces such as China and India open up and beckon the next generation of marketers.

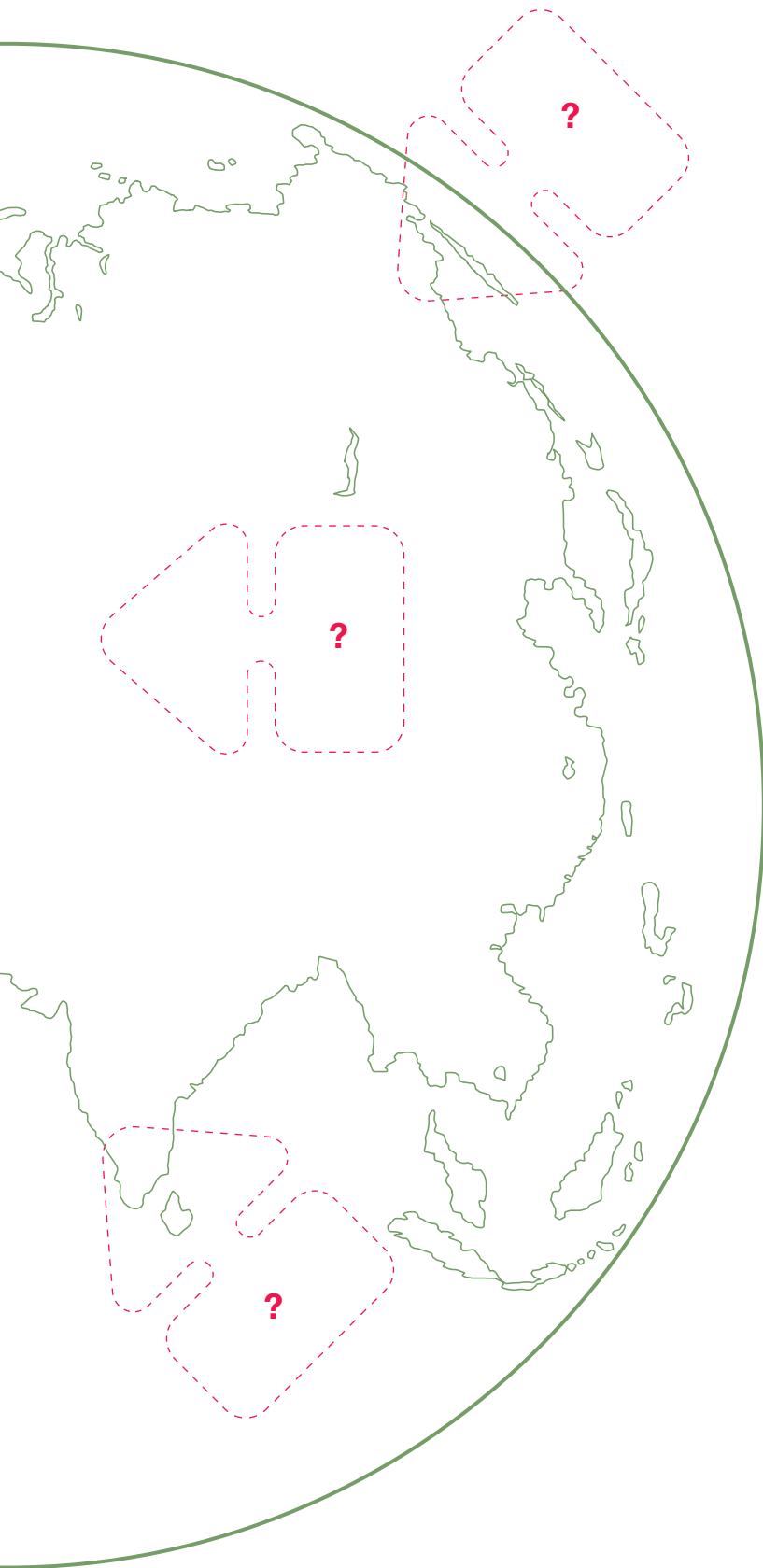
Is that something you'd like to be part of? If so, maybe now is the time to join our global community of 50,000 members. In return for your affiliate studying membership we give you a wealth of unique information and resources.

Online, we offer you the Learning Zone – a unique digital resource; as well as access to our Marketing Resource area – the world's largest marketing portal with thousands of marketing documents. Offline, you receive our monthly magazine *The Marketer**, and you're eligible to join our range of local networking events – very handy for making friends and contacts.

Finally, you are also entitled to register onto our programme for continuing professional development, helping you stay up to date in this rapidly changing environment.

*UK and Western Europe only.
Available online to overseas members at www.cim.co.uk/themarketer





It's a big world out there and the sheer size and outreach of The Chartered Institute of Marketing – and our internationally recognised marketing qualifications – gives you a huge head start.

Our syllabus is not only taught by some of the greatest minds in global marketing today, but has been shaped by the genuine, practical and ever-changing marketing challenges you face.

We talk to businesses around the world about the skills, knowledge and competencies they want and need to thrive. The bottom line for them is that marketing qualifications are all very well in theory... but ultimately the marketing managers of tomorrow must be able to deliver.

Do you have what it takes to be one of them?

Our Qualifications

12

**Introductory Certificate
in Marketing**

14

**Professional
Certificate in Marketing**

20

**Professional
Diploma in Marketing**

22

**Chartered
Postgraduate
Diploma in Marketing**

24

**CAM Diploma
in Marketing
Communications**

26

**Diploma in Tourism
Marketing**

27

**e-Marketing
Award**

Introductory Certificate in Marketing

What is it?

The Introductory Certificate in Marketing is for all those who want to find out more about marketing - whether you're in a job that involves marketing or not. It answers the question: **What is marketing? But it also aims to develop knowledge and skills for people who are working to support others in basic marketing tasks.**

Ideal for...

- Those undertaking junior marketing, secretarial or administrative roles
- People on the periphery of marketing
- Event management assistants
- Personal assistants
- Non-marketers with some marketing involvement
- Customer service assistants/ call centre employees
- Modern apprenticeship equivalents

What will you learn?

By the end of this qualification you should:

- Understand the function of marketing and its role in an organisation
- Know about the seven Ps (product, price, place, promotion, people, physical evidence and process) and how to apply the marketing mix
- Understand more about customers and managing customer relationships
- Be able to communicate to both internal and external customers using a variety of different means

Do you qualify?

This is an 'open' qualification, which means you don't need any previous qualifications or marketing experience. However, if you are working or have some business experience, this will certainly help you put your learning into context.

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

How will you be assessed?

There are two units: The first involves a multiple choice test. For the second, you submit a written project made up of several brief work-based tasks.

How and where can you study?

Our qualifications are taught through a global network of Accredited Study Centres – where you can learn full-time, part-time or via distance learning. To find the study centres closest to you visit www.cim.co.uk/studycentres or email qualifications@cim.co.uk or call +44 (0)1628 427120.

What does it cost?

- Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this

- To take this qualification you need to be a Studying Member of The Chartered Institute of Marketing. Cost: £120 per year (£85 if you live outside of the UK and Western Europe)*
- Assessment fees for the two units are:

What is Marketing? (Exam) £55

Understanding Customer Relationships (Assignment) £70

- Tuition fees and the relevant text books you'll need are by far the biggest expense. These fees do vary depending on how you study, so we suggest you contact our Accredited Study Centres directly to compare different costs

[Click here to go to the forms and sign up now](#)

Why not sign up right now and get yourself enrolled?

- If you have a UK bank account you can pay our annual membership fee by setting up an annual direct debit – which gives you a discount of £20
- Our assessment fees can be paid by cheque (made payable to The Chartered Institute of Marketing) or by credit card
- Your tuition fees are paid directly to your chosen Accredited Study Centre once your place on the course has been confirmed

For more information

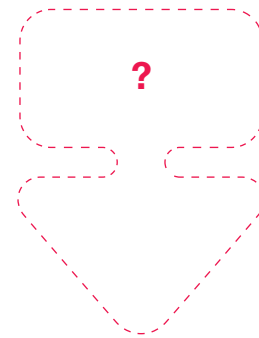
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Complete the application forms at the back of this booklet.

Sign up online at www.cim.co.uk/joinonline

*Prices on application for Africa, Sri Lanka, Malaysia and Singapore.



Sarah's story

Name: Sarah Woodward

Job: Marketing Administrator

Our qualifications: Completed the Introductory and Professional Certificates in Marketing.

Why a CIM qualification?

I initially wanted to study to support my role: to gain more marketing knowledge and develop a greater understanding of the products. Once I started it seemed the right thing to continue.

Has the qualification helped in understanding processes in a working environment?

Yes. All my studies have supported my knowledge – I have a greater understanding of the processes, their requirements and importance. I had no previous marketing background and the qualifications are giving me a foundation that I can continue to build upon.

How was studying?

I was unsure how I'd cope with studying again and how I would juggle it with work. The transition wasn't as bad as I thought – and I began to get into a routine of going to college one or two nights a week as well as additional study.

Would you recommend it to other marketers?

I would highly recommend the qualifications to all of those planning on entering or working in marketing – but they need to be prepared for the commitment and effort that needs to be put in to achieve high results.

Where will it take me?

'I have a greater understanding of the processes, their requirements and importance. I had no previous marketing background and the qualifications are giving me a foundation that I can continue to build upon.' Sarah Woodward

Professional Certificate in Marketing

What is it?

This qualification gives you the practical skills and knowledge to devise and execute tactical marketing activities and gain marketing credibility.

Ideal for...

Junior marketers, those working in marketing support roles (like marketing assistants); or if marketing plays some part in your current job description.

What will you learn?

By the end of this qualification you should be able to:

- Understand the function and fundamentals of marketing in some depth
- Know the many different ways of understanding and communicating with customers, and the function these methods serve
- Understand your organisation's marketing environment, its many constituent parts, and how they work in unison
- Apply practical knowledge – including the collecting and analysing of data, and the establishment of marketing budgets

Do you qualify?

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

- Hold any general Bachelors or Masters degree
- Hold the CIM Introductory Certificate in Marketing (Level 2 or 3)
- Have an NVQ or SVQ Level 3 (equivalent to NQF Level 3)
- Have an NVQ or SVQ Level 4 in any other subject (UK – equivalent to NQF 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
- Business or marketing experience would be an advantage but isn't essential

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

How will you be assessed?

It's possible to qualify within a single academic year studying part time. You will be assessed across the four units using a blend of two basic methods:

1. By formal examination.
2. By assignments such as coursework and case studies that require longer answers and will often be based on various findings and recommendations within your own company (or a company of your choice).

Course content

This qualification contains four units and to complete each one you'll need to understand how to complete all the following outcomes successfully:

1. Marketing Essentials

- Explain how marketing has evolved and the importance of market orientation in creating customer value
- Assess the importance of marketing, its cross-functional role and the contribution it makes to the organisation and society
- Identify and explain the stages in the marketing planning process
- Assess the key elements of the internal and external marketing environment that impact upon the organisation, its objectives and activities
- Identify and describe the characteristics and applications of each element of the marketing mix (7Ps)

2. Assessing the Marketing Environment

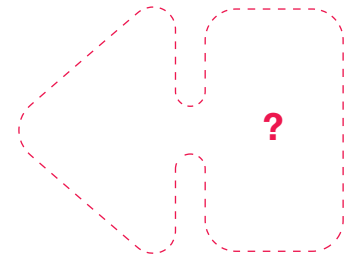
- Explain the nature and scope of the internal marketing environment, including the resource perspective
- Distinguish between the types of organisation within the public, private and voluntary sectors and understand the different influences and challenges they face and how their objectives differ as a result
- Identify and explain the different characteristics of the micro environment and recognise the sources of information required to gain a good understanding of the micro environment, its drivers and challenges – and distinguish from the natural environment
- Assess the importance and potential impact on a market-oriented organisation of key trends in political, economic, social, technological and legal/ethical/regulatory environment
- Consider the implications for organisations pursuing both economic and environmental sustainability as part of an agenda for CSR

3. Marketing Information and Research

- Identify appropriate information and marketing research requirements for marketing decision-making
- Evaluate the importance of customer databases and their contribution to providing detailed market information to support marketing decisions
- Review the processes involved in establishing an effective database
- Explain the nature and scope of the research industry and discuss the importance of working in line with the industry's code of conduct
- Explain the process for selecting a marketing research supplier in domestic and international markets, developing the criteria to support that selection
- Explain the process for collecting marketing and customer information, utilising appropriate primary and secondary sources
- Appraise the suitability of different qualitative and quantitative research methodologies to serve different research situations

Where will it take me?

‘A CIM course is of great value in terms of learning marketing theory that can be applied straight back into practice.’ **Eva Thompson**



4. Stakeholder Marketing

- Assess the relative importance of organisational stakeholders to the marketing function, and the impact they have on the organisation's marketing activities
- Explain the importance of relationship marketing in the context of the organisation's stakeholders in achieving their interest, involvement, commitment and loyalty
- Learn how the marketing mix can be effectively co-ordinated to support internal and external stakeholder relationships
- Explain how to co-ordinate the communications mix to communicate effectively with the organisation's stakeholders in line with budget and time requirements
- Evaluate key methods for measuring the success of the marketing mix and communications activities

How and where can you study?

Our qualifications are taught through a global network of Accredited Study Centres – where you can learn full-time, part-time or via distance learning. To find the study centres closest to you visit www.cim.co.uk/studycentres or email qualifications@cim.co.uk or call +44 (0)1628 427120.

What does it cost?

- Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this
- To take this qualification you need to be a Studying Member. Cost: £120 per year. (£85 if you live outside of the UK and Western Europe)
- Assessment fees for the four units are:

Marketing Essentials (Exam)	£55
Assessing the Marketing Environment (Exam)	£55
Marketing Information and Research (Assignment)	£70
Stakeholder Marketing (Assignment)	£70

- Tuition fees and the relevant text books you'll need are by far the biggest expense. These fees do vary, depending on how you study so we suggest you contact Accredited Study Centres directly to compare different costs

Click here to go to the forms and sign up now

Why not sign up right now and get yourself enrolled?

- If you have a UK bank account you can pay your annual membership fee by setting up an annual direct debit – which gives you a discount of £20
- Our assessment fees can be paid by cheque (made payable to The Chartered Institute of Marketing) or by credit card
- Your tuition fees are paid directly to your Accredited Study Centre once your place on the course has been confirmed

For more information

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Complete the application forms at the back of this booklet.

Sign up online at www.cim.co.uk/joinonline

Eva's story

Name: Eva Thompson

Job: Learning Support Manager

Qualifications: Professional Certificate in Marketing

Why did you choose to study with The Chartered Institute of Marketing?

The Chartered Institute of Marketing offers a wide range of qualifications that are highly recognised by employers worldwide so it was the obvious choice for a marketing course.

How would you rate the quality of the learning experience?

I have thoroughly enjoyed studying with The Chartered Institute of Marketing. I chose the blended online option at the CIM Academy, which fitted well around my schedule and at the same time I got to meet my fellow delegates and course director at the face-to-face workshops at Moor Hall. The course was excellently structured and our experienced course director brought a wealth of real life examples to underpin theory and enhance our learning experience.

How has it helped in your day to day work and/or your career?

I had no previous marketing knowledge and the course has given me a good understanding of the marketing discipline both from theoretical and practical perspectives.

What would you recommend about The Chartered Institute of Marketing to others?

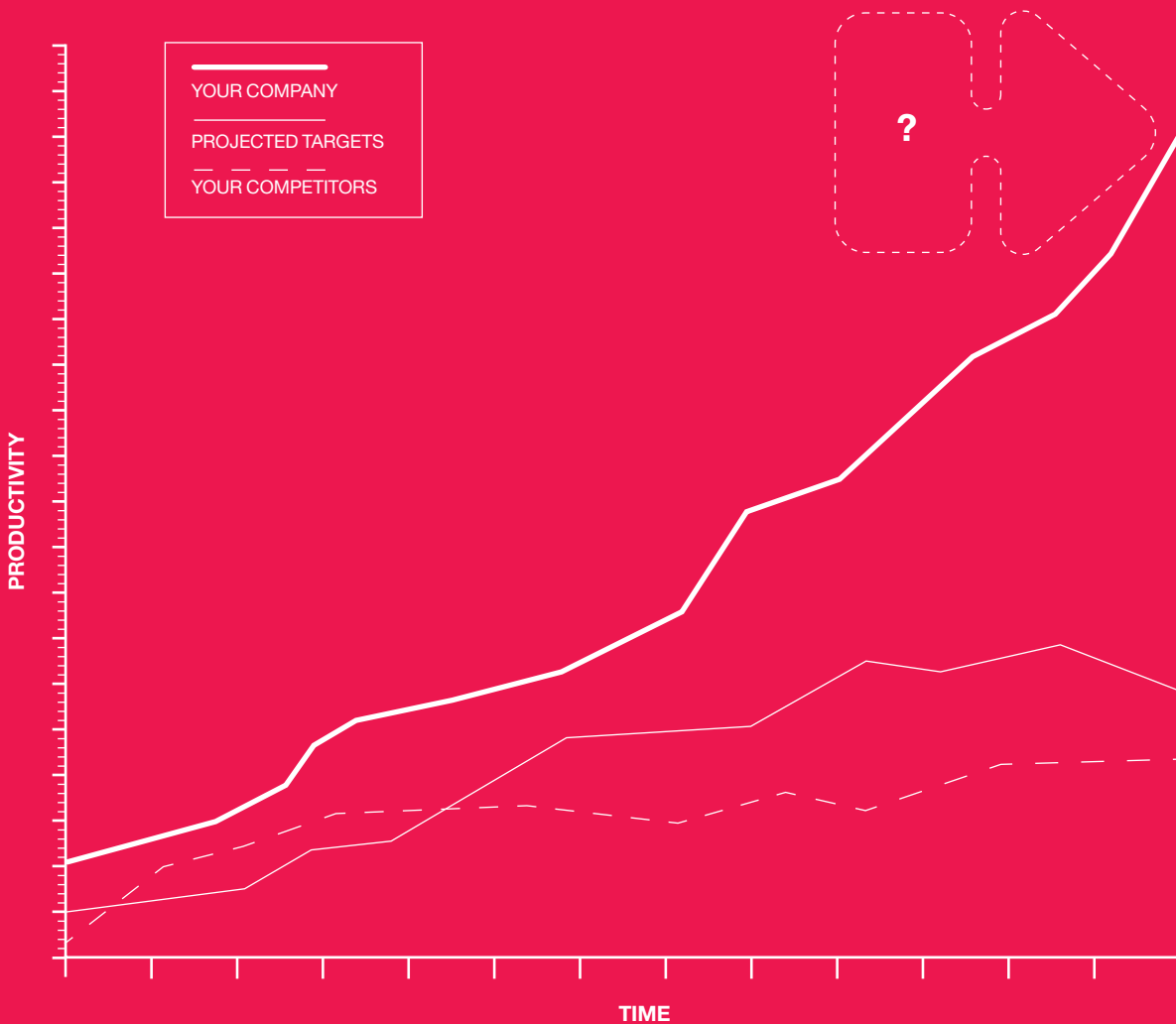
The Chartered Institute of Marketing course is of great value in terms of learning marketing theory that can be applied straight back into practice and also in terms of networking opportunities. My fellow course delegates were all from different business backgrounds, which helped me gain an insight into how they work and allowed us to share ideas and offer each other solutions to everyday problems.

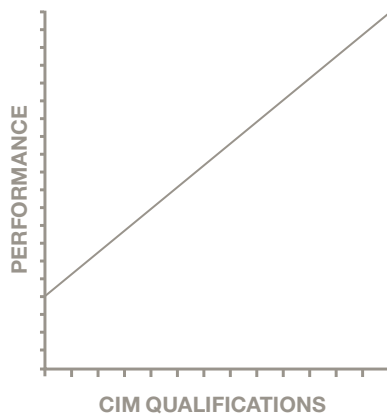
Where can qualified marketers take your business?

Could your business do with a lift?

Putting your employees through internationally recognised qualifications gives them practical skills and knowledge that will help your business grow, help you to understand and serve your customers better and therefore to improve on the bottom line.

The result will be the very best return from your marketing and training budgets.





What do you need to succeed?

Formal qualifications are all very well in theory but the bottom line for any business is performance.

At The Chartered Institute of Marketing (CIM) we are committed to giving your marketing professionals the relevant skills and knowledge they need to make a real difference in the workplace, through a unique set of qualifications that is simply unrivalled in the market.

Continuing professional development (CPD)

CIM Chartered CPD programme, open to all those registered to study for a qualification with us, enables marketers to undertake planned professional development activity based on an analysis of their individual needs. The measurement of competency and expertise involved in the programme provides you with the reassurance that your team is maintaining the currency of its knowledge and skills and is up to date with the latest legal and ethical requirements in the field.

CIM marketing qualifications:

- Are industry standard – each qualification contains content developed from feedback from employers who have stated what skills and competencies they expect marketers to have. The qualifications are also mapped to the new Government Occupational Standards in Marketing as defined by the Marketing & Sales Standards Setting Body (MSSSB) www.cim.co.uk/standards
- Give you a better return on your training investment by improving results for your business. We can help your staff to master practical skills ranging from how to navigate their way through modern technology, to legislation, ethics, project management, planning and consumer insight

‘As an employer with a large marketing team, we find that those with CIM qualifications have a much better understanding of the wider impacts of their roles, and of marketing in the bigger business picture. They are more capable of thinking through the impacts of both tactical and strategic work, and are usually better at determining appropriate ROI measures.

Whichever method chosen, the work is grounded in good theory, but shows practical applications, making it very relevant and useful within the business context.’

**Dawn Holmes FCIM Chartered Marketer,
Marketing Manager, Brother UK**



CIM marketing qualifications:

- **Help you to increase staff loyalty and satisfaction through achievement in an industry famed for its high churn rate**
- **Are suitable for all your marketing staff – whether they are just starting out in marketing, senior marketers with responsibility for entire departments... or somewhere in between**

While studying and once qualified, your staff will have access to a range of services available to Members which, in turn, can be of significant benefit to your business. Your organisation will have access to the world's most comprehensive portal of marketing information and be able to make use of an invaluable legal service providing guidance on marketing law.

‘CIM courses are simply the best value for money around and our company has put all our sales and marketing team on various certified and non-certified CIM courses... feedback from our staff is extremely positive.’

John Angus MCIM, Sales Director, Shetland Catch Ltd

How does it work?

Whether you work in B2B, B2C, not-for-profit or public sectors, CIM qualifications are internationally recognised and based on constant and detailed feedback we receive from employers all over the world. Most importantly, the return can amount to many times the initial investment.

Flexible study

We make studying for CIM qualifications as flexible as possible:

- Employees can study in a way that suits them – and you. As well as part time evening classes we also offer residential courses, intensive weekend classes and blended or distance learning options
- The amount of time it takes to get qualified depends on the study method, but can be as little as a few months for the Introductory Certificate or one year for the higher level qualifications
- Those taking CIM qualifications are assessed either by exam or a project based assessment which can involve solving specific challenges within your own company – providing you with a good return on investment. We have seen many organisations change their practices and improve their business as a result of a work based assignment

What are you waiting for?

To find out more about the qualifications we offer and how they can help your business, contact us today.

Call our customer contact team on +44 (0) 1628 427120
or Email: qualifications@cim.co.uk

Where will it take my company?

‘Land Rover Kenya is proud to support the high qualifications, standards and ethics set by The Chartered Institute of Marketing. Many top East African companies that are quoted on the stock exchange, like ours, recruit top CIM qualified marketers to contribute to the pool of high quality achievers.’

**Chris Diaz DipM FCIM Chartered Marketer
Director, CMC Land Rover, Kenya.**



The Chartered
Institute of Marketing

The Chartered Institute of Marketing
Moor Hall
Cookham
Maidenhead
Berkshire SL6 9QH, UK
www.cim.co.uk

Professional Diploma in Marketing

What is it?

This qualification provides the knowledge, skills and 'ability to do' in relation to marketing planning and develops the 'marketing professional' across a range of areas. The qualification is a hybrid of marketing with a considerable emphasis on management as marketers move from specialist aspects of marketing into either a functional or departmental role.

Ideal for?

Marketers with operational responsibilities and an eye on management – including department managers, functional managers, product/brand managers, account managers, agency managers, marketing executives and business development managers.

What will you learn?

By the end of this qualification you should be able to:

- Evaluate the role of the marketing planning process and implementation in a range of marketing contexts including organisational strategy, culture and the broader marketing environment
- Develop and manage a brand and product portfolio in the context of the organisation's marketing strategies and objectives
- Recommend how a marketing function should be structured to deliver competitive advantage, marketing and organisational success
- Identify the organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects

Do you qualify?

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

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

How will you be assessed?

It's possible to qualify within a single academic year studying part time. You will be assessed across the four units using a blend of two basic methods:

1. By formal examination.
2. By assignments such as coursework and case studies that require longer answers and will often be based on various findings and recommendations within your own company (or a company of your choice).

Course content

This qualification contains four units and to complete each one you'll need to understand how to complete the following tasks successfully:

1. Marketing Planning Process

- Evaluation of the marketing planning process and its implementation in a range of marketing contexts including a detailed analysis of the internal and external marketing environments

- Conduct a marketing audit and assess the findings in order to develop a marketing plan that is responsive to market and organisational changes and underpins the organisation's marketing strategy
- Determine the importance of segmentation, targeting and positioning to develop effective strategies which are innovative, cost effective, valuable and maximise the potential of marketing opportunities successfully
- Recognise the significance of retaining customers through relationship marketing

2. Delivering Customer Value through Marketing

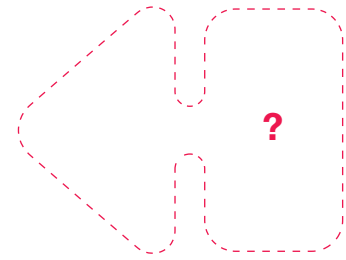
- Develop and manage a brand and product portfolio in the context of the organisation's marketing strategies and objectives
- Develop and implement an effective and efficient channel management strategy reflecting the needs of stakeholders
- Develop an effective and innovative communications strategy and plan that clearly delivers the organisation's proposition to the market, through effective segmentation and targeting of internal and external markets
- Utilise an innovative and effective integrated marketing mix to reinforce the organisation's brand values, overall marketing proposition and competitive advantage
- Determine customer requirements for product and service delivery to ensure the marketing proposition is customer-focused, efficient and effective

3. Managing Marketing

- Recommend how a marketing function should be structured and managed to deliver competitive advantage
- Prepare plans for showing how a team should be structured, selected, formed, managed and developed to demonstrate effective performance against objectives
- Critically assess the organisation's resource needs and capabilities for the marketing team to manage marketing activities effectively and efficiently
- Prepare appropriate budgets and accounting documentation to support the financial management of the marketing function and its associated activities

Where will it take me?

‘Progress your career and your understanding – and basically become better at your job.’ **Nicole Selley**



- Critically assess the ongoing financial situation including manageability of the budget, financial stability and success of the marketing function

4 Project Management in Marketing

- Identify the organisation’s information needs, scope of research projects and resource capability to underpin the development of justified business cases, including risk assessment and mitigation strategies, to support marketing projects
- Using project management tools and techniques, design, develop and plan significant marketing programmes effectively, in terms of quality, resource and delivery
- Integrate a range of marketing tools and techniques to support the development and implementation of marketing projects
- Monitor and measure the outcomes of marketing projects through the end-to-end project process

How and where can you study?

Our qualifications are taught through a global network of Accredited Study Centres – where you can learn full-time, part-time or via distance learning.

To find the study centres closest to you visit www.cim.co.uk/studycentres or email qualifications@cim.co.uk or call +44 (0)1628 427120.

What does it cost?

- Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this
- To take this qualification you need to be a Studying Member. Cost: £160 per year (£125 if you live outside of the UK and Western Europe)
- Assessment fees for the four units are:

Marketing Planning Process (Assignment)	£75
Delivering Customer Value through Marketing (Exam)	£75
Managing Marketing (Assignment)	£75
Project Management in Marketing (Assignment)	£75

- Tuition fees and the relevant text books you’ll need are by far the biggest expense. These fees do vary, depending on how you study, so we suggest you contact Accredited Study Centres directly to compare different costs

Click here to go to the forms and sign up now

Why not sign up right now and get yourself enrolled?

- If you have a UK bank account you can pay your annual membership fee by setting up an annual direct debit – which gives you a discount of £20
- Our assessment fees can be paid by cheque (made payable to The Chartered Institute of Marketing) or by credit card
- Your tuition fees are paid directly to your chosen Accredited Study Centre once you’re confirmed on the course

For more information

Contact your chosen Accredited Study Centre directly.

Contact The Chartered Institute of Marketing by email: qualifications@cim.co.uk or telephone: +44 (0)1628 427120.

Complete the application forms at the back of this booklet.

Sign up online at www.cim.co.uk/joinonline

Nicole’s story

Name: Nicole Selley

Job: Marketing Manager, Office Depot

Qualifications: Professional Diploma and Postgraduate Diploma in Marketing

What motivated you to start studying for the qualifications?

Reviewing job descriptions, I quickly realised that qualifications are what many employers are looking for!

Have the qualifications helped you to understand processes in a working environment?

I have learned to look further than the obvious and see marketing in a context of the overall business and marketplace – instead of seeing it in isolation.

Does being qualified help with job searching?

Shortly after having completed the Professional Diploma I was promoted by my previous employer to Marketing Communications Manager, and a few months after completing the Postgraduate Diploma I was offered a new position as Marketing Manager – Acquisition and Reactivation.

Going through the qualification, is this something you recommend to other marketers in the marketplace?

I’d definitely recommend any qualification to fellow marketers. I believe it really helps to profile yourself with your current or prospective employer, progress your career and your understanding – and basically become better at your job.

Chartered Postgraduate Diploma in Marketing

What is it?

A challenging, high-level two stage marketing qualification that demonstrates specialist professional knowledge across many areas and a route to Chartered Marketer status.

Ideal for...

Marketers working at a strategic level or aspiring to do so who wish to gain a professional Masters level qualification.

What will you learn?

By the end of this qualification you should be able to:

- Make the transition into strategic marketing management
- Work more cross-functionally at a senior management level
- Make a significant contribution towards the organisation's corporate and business strategy
- Contribute to board decisions
- Demonstrate a high level of leadership and influence

Do you qualify?

Stage 1

As a minimum, the following qualifications and experience are recommended as a prerequisite for entry onto the first stage of the Chartered Postgraduate Diploma in Marketing:

- CIM Professional Diploma in Marketing (either the 2003 syllabus or the 2009 syllabus) or the CIM Advanced Certificate in Marketing
OR
- A business or marketing Bachelors or Masters degree (or an equivalent qualification) where a minimum of half of the credits come from marketing (ie, 180 credits in Bachelor degrees and 90 credits in Masters degrees)
AND
- A range of experience working at Senior Marketing Management level that has provided potential students with ability to evidence that they can meet the learning outcomes of the CIM Professional

Diploma in Marketing if required to do so and is sufficient to pass the Entry Test to this qualification

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

Stage 2

Successful completion of Stage 1 or a previous version of the CIM Postgraduate Diploma.

How will you be assessed?

It's possible to qualify within one to two years studying part time. You will be assessed using a blend of two basic methods:

1. By formal examination.
2. By assignments such as coursework and case studies that require longer answers and will often be based on various findings and recommendations within your own company (or a company of your choice).

Course content

- Stage one of this qualification contains four units
- Stage two of the Chartered Postgraduate Diploma in Marketing is a work-based project relating to your own organisation

Stage 1

Emerging Themes

- Critically evaluate a range of key emerging macro-environmental themes and make a critical assessment of their significance for a specific sector or industry
- Propose strategic marketing responses to the key emerging themes judged to have the greatest potential impact on a specific sector. Responses should reflect contemporary marketing practice (ie, marketing's new ground) and demonstrate creativity

Analysis and Decision

- Undertake a strategic marketing audit, assessing an organisation's competencies, competitive advantage, market performance, customers, competitors, product and service portfolios, positioning, value proposition and market impact to assess the impact of these factors on an organisation's

strategic intent and direction

- Utilise the strategic marketing audit to critically evaluate a range of strategic marketing options available to an organisation, including innovation, mergers, acquisitions, partnering, alliances, environmental sustainability and CSR, in order to deliver best value growth and expansion opportunities
- Utilise a range of financial and other measurement tools to assess the financial and non-financial benefits of recommended strategic marketing decisions
- Utilise a range of risk assessment tools to critically assess the risk of strategic market decisions and their impact upon an organisation.

Marketing Leadership and Planning

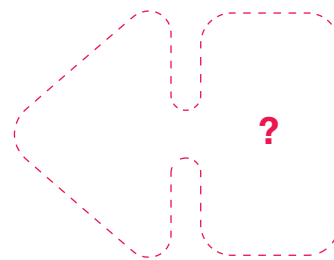
- Critically evaluate ways of delivering an organisation's corporate mission and vision effectively
- Develop marketing strategies to establish competitive and sustainable marketing and relationship strategies to achieve an organisation's strategic intent and deliver its value proposition
- Utilising a synergistic planning processes, develop strategic plans, taking account of different planning frameworks, ensuring they are within the resource capabilities of an organisation
- Determine the most appropriate organisational structures for market-oriented and/or changing organisations, whilst evaluating the resource implications and requirements
- Develop sustainable competitive advantage through suitable approaches to leadership and innovation in order to generate stakeholder value and contribute to organisational success

Managing Corporate Reputation

- Critically evaluate the way organisations develop their identities and how some organisations use these to form images and assign reputational status
- Critically analyse the elements that contribute to the identity that an organisation projects to its stakeholders, sometimes through a corporate brand
- Critically evaluate linkage between how an organisation wants to be seen and how it is seen, namely corporate communications

Where will it take me?

‘It’s an objective endorsement of a level of knowledge and ability – you can’t bluff a qualification!’ **William Grobel**



Stage 2

Leading Marketing

- Demonstrate a critical awareness of current and emerging issues in marketing that is informed by leading edge research and practice in the field
- Propose a strategic response to an emerging marketing theme that considers the impact on marketing and its interaction with other parts of the organisation
- Critically evaluate the skills, behaviours and attitudes required to lead strategic marketing projects
- Critically assess published research to determine methods of designing, implementing, measuring and monitoring the success of a project and marketing performance
- Demonstrate the relationship between theory and professional practice through the application of a range of appropriate assessment tools and techniques to measure project success
- Critically evaluate project success and recommend appropriate actions to improve the implementation of future business projects or revise approaches to practice

Achieving Chartered Marketer status

Students that complete Stage 1 gain the Professional Postgraduate Diploma in Marketing. With appropriate experience they may upgrade to Full Member status (MCIM).

Those who complete Stage 2 should be eligible to achieve Chartered Marketer status provided they have the relevant experience and have registered on the Chartered CPD Programme logging two consecutive years of continuing professional development (CPD).

For more information visit www.cim.co.uk/charteredcpd

How and where can you study?

This qualification is taught through a specially selected network of Accredited Study Centres – where you can learn full-time, part-time or via distance learning. To find the study centres closest to you visit www.cim.co.uk/studycentres or email qualifications@cim.co.uk or call +44 (0)1628 427120.

What does it cost?

Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this. To take this qualification you need to be a Studying Member. Cost: £200 per year (£165 if you live outside of the UK and Western Europe)

Assessment fees for the four units are:

Emerging Themes (Assignment)	£90
Analysis and Decision (Exam)	£90
Marketing Leadership and Planning (Assignment)	£90
Managing Corporate Reputation (Assignment)	£90
Stage 2 Leading Marketing (Assignment)	£360*

* Price on application for Africa and Sri Lanka

Tuition fees and the relevant text books you'll need are by far the biggest expense. These fees do vary, depending on how you study, so we suggest you contact Accredited Study Centres directly to compare different costs

Click here to go to the forms and sign up now

Why not sign up right now and get yourself enrolled?

If you have a UK bank account you can pay your annual CIM membership fee by setting up an annual direct debit – which gives you a discount of £20.

Our assessment and examination fees can be paid by cheque (made payable to The Chartered Institute of Marketing) or by credit card.

Your tuition fees are paid directly to your chosen Accredited Study Centre once you are confirmed on the course.

For more information

Contact your chosen Accredited Study Centre directly.

Contact The Chartered Institute of Marketing by email: qualifications@cim.co.uk or telephone: +44 (0)1628 427120.

Complete the application forms at the back of this booklet.

Sign up online at www.cim.co.uk/joinonline

William's story

Name: William Grobel

Job: Marketing Director, Intangible Business

Our qualification: CIM Postgraduate Diploma in Marketing

What motivated you to start studying for the Postgraduate Diploma?

Career development and additional knowledge. I was stuck in a bit of a rut, I wanted to gain more experience working for consumer-facing brands and needed to differentiate myself from other candidates to do this. Undertaking the diploma demonstrated my commitment to marketing.

Has the qualification helped in understanding processes in a working environment?

Yes, and a lot more besides! It gave me the experience I was looking for with a broader understanding of the commercial world and marketing's involvement. It taught me how to apply a number of models to different situations, examples to draw upon, tools to use and strategies to implement. It's really helped a tremendous amount.

How was it returning to studying after all those years?

I hadn't studied for nearly five years but when I started it wasn't a problem at all. If anything it was easier than I imagined as I had made the commitment to study out of choice. I also had a clear goal as to what I wanted and was using what I learnt in my everyday life.

Did being qualified help with job searching?

Definitely! Studying for a qualification helped me gain my current job as well as helping me progress considerably. It's an objective endorsement of a level of knowledge and ability – you can't bluff a qualification!

CAM Diploma in Marketing Communications



What is it?

This qualification will give you an in-depth understanding of the range of communication methods you can use to meet business objectives – from advertising and PR to direct and digital marketing.

Ideal for...

Those working in (or who want to work in) marketing communications (including agency side roles like copywriters and designers).

What will you learn?

By the end of this qualification you should be able to:

- Develop marketing communications and brand support activities based on your understanding of market and consumer behaviour
- Demonstrate the skills needed to devise, execute and analyse a PR plan
- Explain the roles of direct marketing and sales promotion, as well as manage and maintain a marketing database
- Demonstrate good all-round knowledge of the advertising industry, and how good advertising is applied in practice
- Understand the role of all media (including digital) in effective marketing

Do you qualify?

You need to be educated to at least A Level standard (or equivalent) and fulfil at least one of these criteria:

- Have a suitable competence in a marketing communications role
- Hold any recognised UK degree or equivalent level 5 qualification
- Have a relevant level 3 or above qualification (eg CIM Professional Certificate in Marketing, CIPR Advanced Certificate in Public Relations, etc)

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

How will you be assessed?

You'll be assessed across the five units based on either a standard examination format, or work-based assignments such as coursework and case studies that will often be based on various findings and recommendations within your own company.

Course content

This qualification has five units, each with its own assessment method. To complete each one you'll need to cover all the following tasks successfully:

1. Marketing and Consumer Behaviour

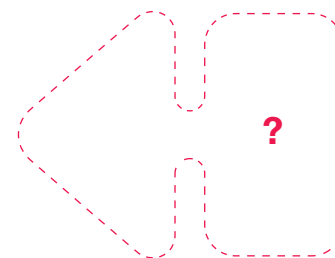
- Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture
- Understand the marketing planning process and the links between each stage of the process
- Explain the role of marketing communications and how the tools of the communications mix can be co-ordinated effectively
- Develop marketing communication and brand support activities based on an understanding of the important characteristics of the target audience
- Explain the importance of developing long-term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communication activities
- Suggest suitable methods of using marketing communications to influence the relationships an organisation has with its customers, marketing channel partners and other stakeholders

2. Public Relations

- Define the nature of public relations within a range of organisational frameworks
- Explain and work within the legal and self-regulatory constraints under which public relations operates
- Use the various techniques and skills required for effective public relations, including their characteristics, advantages, disadvantages, and costs
- Explain the media channels employed in public relations in different contexts
- Analyse situations and identify whether PR is the most appropriate tool to use
- Analyse situations and suggest appropriate plans of PR action to specific publics within cost and time parameters

Where will it take me?

‘The CAM Diploma gave me a strong foundation for my career.’ Jonathan Collett



3. Direct Marketing and Sales Promotion

- Describe the relationship between direct marketing and other marketing communications tools
- Explain the role of sales promotion, merchandising, point of sale and field marketing in the context of various sectors, and in terms of consumer, trade and salesforce/employee promotions
- Develop, manage and maintain a marketing database
- Devise, implement and control appropriate direct marketing and sales promotion campaigns to meet defined objectives
- Justify and manage budgets for individual campaigns
- Apply the principles of testing and measurement and financial controls that support direct marketing and sales promotion campaigns
- Explain the ethical, legal and self-regulatory environment that surrounds the disciplines of direct marketing and sales promotion

4. Advertising

- Explain the role and structure of advertising in the marketing mix, the communications mix and society
- Explain the structure of the advertising industry and identify the relationships between the advertiser, advertising agencies, suppliers (eg research, production) and media owners
- Set appropriate advertising objectives, strategies and budgets
- Understand how to plan strategies for creative and media execution
- Describe the controls on advertising including social acceptability, legal controls and voluntary constraints; and be able to apply them to given advertisements
- Select appropriate methods for measuring the effectiveness of advertising

5. Integrated Media

- Explain the role of different media in the marketing mix and the communications mix
- Identify the relationships between the advertiser, advertising agencies, media buying and media planning agencies and media owners
- Set appropriate objectives and strategies and allocate budgets for different media
- Present an overview of available media and their characteristics, including electronic media, and methods of planning and selection
- Select appropriate methods for measuring the effectiveness of communications media

How and where can you study?

Our qualifications are taught through a nationwide network of Accredited Study Centres – where you can learn full-time, part-time, distance learning or at evening classes. To find the study centres closest to you visit www.camfoundation.com/where_to_study.htm or email cam@cim.co.uk or call +44 (0)1628 427120.

What does it cost?

Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this.

- To take this qualification you need to be a Studying member. Cost: £140 per year (£85 if you live outside of the UK and Western Europe)
- Assessment and examination fees for the five units are:

Marketing and Consumer Behaviour (Assignment)	£85
Public Relations (Exam)	£65
Direct Marketing and Sales Promotion (Exam)	£65
Advertising (Exam)	£65
Integrated Media (Assignment)	£85

- Tuition fees and the relevant text books you’ll need are by far the biggest expense. These fees do vary, depending on how you study, so we suggest you contact the Accredited Study Centres directly to compare different costs

[Click here to go to the forms and sign up now](#)

Why not sign up right now and get yourself enrolled?

- Our assessment and examination fees can be paid by cheque (made payable to The CAM Foundation) or by credit card
- Your tuition fees are paid direct to your chosen study centre or distance learning centre once you’re confirmed on the course

For more information

Contact your chosen Accredited Study Centre directly.

Contact CAM by:
email: cam@cim.co.uk
or telephone: +44 (0)1628 427120.

Complete the application forms at the back of this booklet.

Sign up online at www.cim.co.uk/joinonline

CAM Foundation website:
www.camfoundation.com

Diploma in Tourism Marketing

What is it?

This qualification will provide you with essential core marketing knowledge together with a more specialist overview of marketing in the tourism and hospitality industries.

As a specialist qualification, it should provide you with the necessary skills to undertake operational marketing in these industries, with a view to progressing onto a more strategic marketing qualification that will give you the broader knowledge and skills necessary to undertake marketing as a core business discipline.

Ideal for...

Professionals already working or looking to work in the tourism and leisure industries perhaps in a marketing role.

How and where can you study?

Our qualifications are taught through a network of Accredited Study Centres – where you can learn full-time, part-time or at evening classes.

To find the study centres closest to you, visit www.cim.co.uk/studycentres or email qualifications@cim.co.uk or call +44 (0)1628 427120.

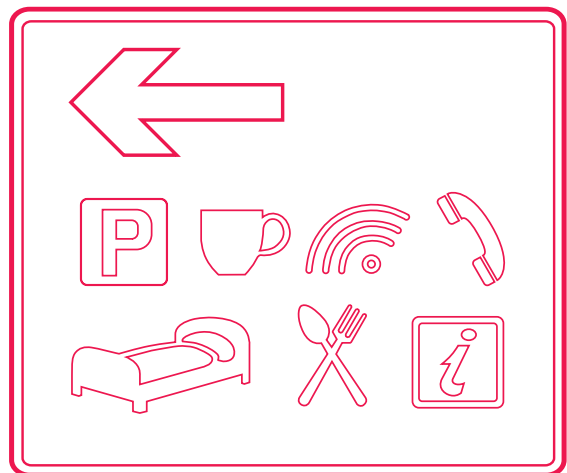
What does it cost?

- Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this
- To take this qualification you need to be a CIM studying member and pay assessment fees. You will also need to pay tuition fees to your chosen study centre

For more information

More information about this qualification and what you will study is available. Please contact us:

Contact The Chartered Institute of Marketing by
email: qualifications@cim.co.uk
or telephone: +44 (0)1628 427120.



e-Marketing Award

What is it?

An award that gives you solid skills and knowledge to truly take advantage of the digital medium for your business and use it as a competitive differentiator.

Ideal for...

Anyone working or planning to work in the digital channel or if digital plays some part in your job role (UK and Western Europe only).

What will you learn?

By the end of this qualification you should be able to:

- Understand the elements of e-marketing and how you can maximise them to your advantage
- Develop e-marketing plans and integrate them into your overall strategy
- Use the online channel to research customers and markets
- Target customers and create business opportunities

Do you qualify?

There are no official entry criteria for this award, although our suggested minimum entry requirement is the CIM Professional Diploma in Marketing.

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

How will you be assessed?

You will take an online examination and a work-based assignment.

Course content

- e-Marketing overview covering many of the dynamic new opportunities and an insight into the emerging new business models
- How to ensure your e-marketing activities are maximised and integrated into existing marketing plans
- How to formulate e-marketing plans using different e-marketing tools, depending on the needs of the business
- How to research and reach your customers and potential markets through new online channels

How and where can you study?

Our qualifications are taught through a nationwide network of Accredited Study Centres – where you can learn full-time, part-time or via distance learning. To find the study centres closest to you visit www.cim.co.uk/studycentres or email qualifications@cim.co.uk or call +44 (0)1628 427120.

What does it cost?

Why not persuade your employer to pay for the qualification? The pull-out section in the centre spread will help you with this.

- To take this award you need to be a CIM Studying or professional member. The annual fee starts at £120 for studying membership plus £70 for the assignment
- Current members only need to pay £70 to cover assignment fees

Click here to go to the forms and sign up now

You can pay your annual membership fee by setting up an annual direct debit – which gives you a discount of £20.

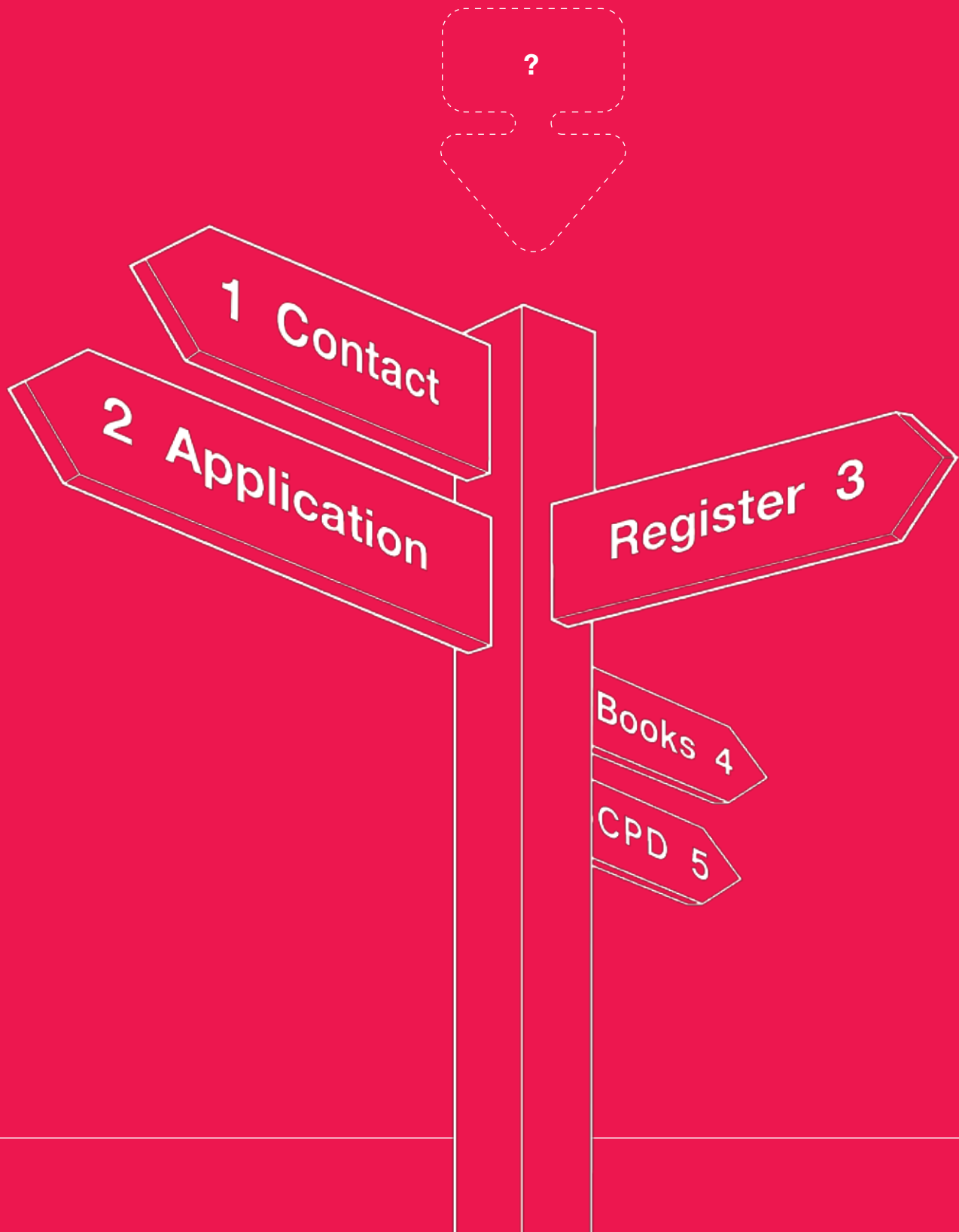
For more information

Contact your chosen Accredited Study Centre directly.

Contact The Chartered Institute of Marketing by email: qualifications@cim.co.uk or telephone: +44 (0)1628 427120.

Complete the Membership application form at the back of this booklet.

Where to start your journey



Ready to get started?

1 Contact your local study centre (or distance learning provider)

Once you've found a qualification that you'd like to study, the next step is to choose one of the 350 Accredited Study Centres (or a distance learning provider) that teach our qualifications.

They will confirm that the qualification you've chosen is right for your experience, and then ask for proof of your relevant qualifications and/or your CV. Needless to say, the sooner you supply this information, the sooner they will confirm your eligibility.

Visit www.cim.co.uk/studycentres to find your centre.

3 Register for your assessments*

When you sign up for a qualification you are not automatically registered for your assessments, so it pays to start thinking about them now.

Whether you're taking exams or submitting written assignments, you will need to complete an assessment entry form. Please ensure you check with your Accredited Study Centre which subjects are being submitted for which assessment session.

Fill out the assessment form at the back of this prospectus, making sure you read the notes carefully.

Or, do it all online at www.cim.co.uk/assessmententry

There are strict closing dates for assessment bookings so be sure to book early and in time. A late entry fee of up to £100 per subject may be charged.

5 Register for the Chartered CPD Programme

Once you have been confirmed as a CIM Studying Member, you will be eligible to sign up free to our programme for continuing professional development (CPD). The programme provides a pathway for your ongoing learning and reflects your commitment to progressing your marketing career.

- Call: +44 (0)1628 427273
- Email: charteredcpd@cim.co.uk
- Visit: www.cim.co.uk/charteredcpd

2 Fill out your application form*

Once your eligibility has been confirmed, you need to fill out your application form – which confirms you as a CIM Studying Member. This usually takes about three weeks (a little longer if you're applying from overseas).

You can do this one of two ways:

Go to www.cim.co.uk/joinonline.

Complete the application form in the back of this prospectus and post it to us along with a cheque or credit card payment for the correct amount (see details on your chosen qualification) to Membership Services, The Chartered Institute of Marketing, Moor Hall, Cookham, Maidenhead, Berks SL6 9HQ, UK.

4 Buy your books and study aids

Our books and study aids are available from CIM Direct, our in-house bookshop. Our knowledgeable team are always happy to help and usually dispatch your order within 24 hours.

To order text books and study aids:

- Call: +44 (0)1628 427427
- Visit: www.cim.co.uk/shop
- Email: cimdirect@cim.co.uk
- Fax: +44 (0)1628 427439
- Or alternatively order by post at CIM Direct, Moor Hall, Cookham, Maidenhead, Berkshire SL6 9QH, UK

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

Guidance on policies

Data protection: The Chartered Institute of Marketing will keep you updated with relevant information as part of your membership.

Your personal information will be passed to your local branch, which will operate within the data protection guidelines set by us. We will also share your personal information with your chosen Study Centre.

We may also disclose your details to carefully selected and strictly controlled partners that we feel can provide interesting and relevant business information. You have the opportunity on the application form to indicate whether you would like to receive such communications and if so by which method. You will also be asked at which address you would like to receive information relating to your membership.

Please note that calls to our customer contact centre may be recorded for training and quality purposes.

For full details of our data protection policy, please visit www.cim.co.uk

Equal opportunities

The Chartered Institute of Marketing is committed to providing equal opportunities for all customers and other key stakeholders. We provide a learning and working environment that aims to be free from discrimination and prejudice, and is committed to promoting a positive, best practice approach which seeks to eliminate discrimination.

Use of languages

All our assessment papers are in (British) English and all studying members need to complete these assessments in English.

Special consideration during assessments

The Chartered Institute of Marketing is committed to providing equal opportunities for all studying members. We therefore offer a service for those who require special facilities due to learning support during their assessments.

Each request will be assessed on an individual basis. All applications must be made in writing to us at least four weeks before the date of the associated examination(s). At least initially, each request must be supported by medical evidence. Students who have long-term conditions will not be required to submit new medical evidence, but evidence will be kept on file for reference.

If you have a condition that you think requires special consideration, or if you would like further advice, please email specialconsideration@cim.co.uk

Please note: if you have special requirements during study or when preparing assignments, these must be agreed with your own study centre.

If you choose to sit examinations at centres other than your own study centre, you may be required to pay for any additional costs incurred by The Chartered Institute of Marketing when accommodating your requirements at these centres.

Useful contact information

Membership Services

Qualifications
Applications
Fees
Assessments
Accredited Study Centres
Membership benefits
Telephone: +44 (0)1628 427120
Fax: +44 (0)1628 427158
Email: qualifications@cim.co.uk
Website: www.cim.co.uk/learningzone

CIM Direct bookshop

Study texts
Revision aids
Telephone: +44 (0)1628 427427
Fax: +44 (0)1628 427439
Email: cimdirect@cim.co.uk
Website: www.cim.co.uk/shop

Information and library service

Information hotline
Book loans
Marketing Resources
Telephone: +44 (0)1628 427333
Fax: +44 (0)1628 427349
Email: library@cim.co.uk
Website: www.cim.co.uk/marketingresources

Continuing professional development

Chartered CPD Programme
Chartered Marketer status
Telephone: +44 (0)1628 427273
Email: charteredcpd@cim.co.uk
Website: www.cim.co.uk/charteredcpd



The Chartered
Institute of Marketing

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

Web: www.cim.co.uk/learningzone
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