

# APPLICATION TO STUDY WITH CIM ACADEMY

**Important:** Please e-mail your completed form to [cimacademy@cim.co.uk](mailto:cimacademy@cim.co.uk) or directly to your dedicated account handler. If you need any assistance completing this form, please contact the CIM Academy team on +44 (0)1628 427240.

Office use only	
CIM Contact:	
Intake date:	
Charge code:	

## 1. Which Marketing qualification do you wish to study?

<b>Foundation Certificate in Professional Marketing (Level 3) – Marketing Principles + Communications in Practice</b> OR <b>Foundation Certificate in Professional Digital Marketing (Level 3) – Marketing Principles + Digital Fundamentals</b>			
<b>Study options</b>	<input type="checkbox"/> Virtual	<input type="checkbox"/> Blended	
<b>Purchase options</b>	Whole qualification <input type="checkbox"/>	<input type="checkbox"/> Marketing Principles <input type="checkbox"/> Communications in Practice OR <input type="checkbox"/> Digital Fundamentals	<b>Mandatory Module</b> <b>Elective Modules (choose 1 only)</b>

<b>Certificate in Professional Marketing (Level 4) – Applied Marketing, Planning Campaigns + Customer Insights</b> OR <b>Certificate in Professional Digital Marketing (Level 4) – Applied Marketing, Planning Campaigns + Digital Marketing Techniques</b>			
<b>Study options</b>	<input type="checkbox"/> Virtual	<input type="checkbox"/> Blended	
<b>Purchase options</b>	Whole qualification <input type="checkbox"/>	<input type="checkbox"/> Applied Marketing <input type="checkbox"/> Planning Campaigns	<b>Mandatory Modules</b> <b>Elective Modules (choose 1 only)</b> <input type="checkbox"/> Customer Insights OR <input type="checkbox"/> Digital Marketing Techniques

<b>Diploma in Professional Marketing (Level 6) – Marketing &amp; Digital Strategy, Innovation in Marketing + 1 elective module either The Digital Customer Experience, Resource Management, Managing Brands</b> OR <b>Diploma in Professional Digital Marketing (Level 6) – Marketing &amp; Digital Strategy, Digital Optimisation, The Digital Customer Experience. (no electives)</b>			
<b>Study options</b>	<input type="checkbox"/> Virtual	<input type="checkbox"/> Blended	
<b>Diploma in Professional Marketing</b>		<b>Mandatory Modules</b> <input type="checkbox"/> Marketing & Digital Strategy <input type="checkbox"/> Innovation in Marketing	<b>Elective Modules (choose 1 only)</b> <input type="checkbox"/> The Digital Customer Experience OR <input type="checkbox"/> Resource Management OR <input type="checkbox"/> Managing Brands
<b>Purchase options</b>	Whole qualification <input type="checkbox"/>		
<b>Study options</b>	<input type="checkbox"/> Virtual	<input type="checkbox"/> Blended	
<b>Diploma in Professional Digital Marketing</b>		<b>Mandatory Modules</b> <input type="checkbox"/> Marketing & Digital Strategy <input type="checkbox"/> Digital Optimisation <input type="checkbox"/> The Digital Customer Experience	<b>No Elective Modules</b>
<b>Purchase options</b>	Whole qualification <input type="checkbox"/>		

<b>CIM Marketing Leadership Programme (Level 7) – Contemporary Challenges, Leading Change + 1 elective module</b>			
<b>Study options</b>	<input type="checkbox"/> Blended only		
<b>Purchase options</b>	Whole qualification <input type="checkbox"/>	<b>Mandatory Modules</b> <input type="checkbox"/> Contemporary Challenges <input type="checkbox"/> Leading Change	<b>Elective Module</b> <input type="checkbox"/> Managing Business Growth

## 2. Programme details

Course start date	
Location (if you have chosen Blended for your Study option)	

**3. Are you or have you ever been a CIM member?**  Yes, I am  Yes, I have been  No  
 If yes, please enter your membership number: \_\_\_\_\_  
 I don't remember my membership number

**4. Your personal details** (Please provide your details to help ensure our records are current)

Dr  Mr  Mrs  Ms  Miss  Other (please specify): \_\_\_\_\_ Gender:  Male  Female

Forenames			
Family name			
Name to appear on certificates (if different from above)			
Nationality	Date of birth	DD/MM/YYYY	
Home address			
Town	Postcode/Zip code		
Country	<i>(A full postcode is essential for UK applicants to avoid delays in processing your form)</i>		
Home telephone	Mobile		
<i>(please include all relevant international and area dialling codes)</i>			
Home e-mail address			
Preferred postal address for exam centre bookings			

## 5. Your current appointment and company details

Job title	Date appointed	MM/YYYY	
Job level	<input type="checkbox"/> Director <input type="checkbox"/> Senior Manager <input type="checkbox"/> Middle Manager <input type="checkbox"/> Junior Manager <input type="checkbox"/> Coordinator <input type="checkbox"/> Administrator		
Business name			
Business address			
Town			
Country	Postcode/Zip code		
Business telephone*	Business e-mail		
<i>*please include all relevant international and area dialling codes</i>			
	<input type="checkbox"/> Public company	<input type="checkbox"/> Private company <i>(Please tick one box only)</i>	

## 6. Reasonable Adjustments

Do you consider yourself to have a disability or health condition?  Yes  No  Prefer not to say

If yes, please specify: \_\_\_\_\_

If you believe you need a reasonable adjustment, please discuss this with your CIM Academy contact as soon as possible.

CIM (the Awarding Body) has guidance around Reasonable Adjustments available to Members at <https://my.cim.co.uk/mycim/studying/policies/>

## 7. How did you find out about CIM Academy?

- |  |  |
|--|--|
| <input type="checkbox"/> Advertising/PR - Please state: _____              | <b>Internet:</b>   |
| <input type="checkbox"/> Colleague/referral                                | <input type="checkbox"/> CIM Academy website                 |
| <input type="checkbox"/> Direct marketing/literature - Please state: _____ | <input type="checkbox"/> CIM website                         |
| <input type="checkbox"/> Email received                                    | <input type="checkbox"/> Search engine - Please state: _____ |
| <input type="checkbox"/> Exhibition - Please state: _____                  | <input type="checkbox"/> Social Media - Please state: _____  |
| <input type="checkbox"/> I am a previous CIM Academy delegate              | Other: Please state: _____                                   |

## 8. English language

Our programmes are taught in English and all delegates are expected to have sufficient knowledge of both written and spoken English. If English is not your first language, you will need to confirm that you have at least IELTS 6.5 proficiency to Trinity III/IV, or equivalent English Tests.

Please confirm that you are fluent in both written and spoken English by ticking the box

## 9. Recording your Continuous Professional Development (CPD)

CPD is your personal dedication to being professional, keeping up to date, continuously seeking to improve and having a way to prove it to an employer and/or peers. CIM Academy qualifications are all eligible for CPD. Full details available at [www.cim.co.uk/more/cpd](http://www.cim.co.uk/more/cpd).

I would like to join the Chartered CPD Programme. There is no extra charge to participate.

## 10. Who will be funding this course? Employer Self

If you have selected Employer, you will find important information regarding your personal data in section 14. Data Protection.

## 11. Learning Contract

### WHAT YOU CAN EXPECT FROM US:

Workshops/virtual classrooms are designed to be informative, participative and relevant. You will receive:

- An introduction to the subject and explanations of theory and concepts
- Guidance on and familiarisation with assessments, and an approach to writing style when assessments are written assignments
- Feedback and an honest evaluation of progress
- Support from the CIM Academy team

**Course content** – The course covers the subject in a structured and logical way with theoretical input on the principles and concepts. We always try to accommodate an individual's learning needs. During workshops/virtual classrooms time constraints limit the extent to which these can be met. Allowance is made for differences in knowledge and experience of delegates, some more used to tactical activities, others more strategic, some with practical experience. For some delegates the input from Course Directors provides updates and an opportunity to check knowledge. For others the input provides new knowledge.

**Examples (Virtual/Blended)** – Examples of marketing practices will be provided; please remember that they are snapshots in time of a particular aspect. Course Directors can share their own experiences, but they are bound by confidentiality with their clients. Please be prepared to provide and share your own examples – we will help you to define these.

**Assessment support (Exams and Assignments)** – Course Directors will offer advice to delegates regarding the tasks, particularly in relation to the organisation they choose to use. Delegates will have the opportunity to submit mock exams, case study analysis and draft assignments to the Course Directors for feedback. They will give feedback on one draft of an assignment and/or answer specific subject-related questions from a candidate related to their assignment.

### WHAT WE EXPECT FROM YOU:

- Ensure that your employer is aware of the commitment involved (minimum 10 hours/week studying; attending workshops; attending exam(s); and 30-50 hours to research and write each assignment)
- Take responsibility for time management, learning, studying as well as assignment/exam preparation
- Read around the subjects drawing on different media and books
- Complete all the online and offline work
- Attend all workshops/virtual classrooms and participate in a positive and collaborative way (Virtual/Blended)
- Meet deadlines for assignments
- Research a company for assignments if not currently in employment or a marketing position
- Read the Student Handbook available to you at the start of the course

### FOR LINE MANAGERS SUPPORTING THEIR TEAM MEMBER:

CIM Academy is delighted to welcome a member of your staff on our qualifications programme. To ensure that your employee gets the best from the programme, we would ask you to please:

- Facilitate their access to necessary people and information within the organisation
- Act as a mentor where applicable
- Help them manage workload, especially in the period approaching exams (if applicable) and when assignments are due to be submitted

I confirm that I support the below delegate throughout the CIM Academy programme, and have read, understood and agree with the learning contract.

Line manager signature:		Date:	
Print name:			

## 12. Signature and declaration

### Delegate pledge and declaration

I am committed to taking responsibility for my learning and study and for participating and providing positive and constructive contributions. I understand that assignment deadlines must be met, and that extensions are **only** granted when the request is accompanied by a doctor's note or in other extenuating personal circumstances.

I understand that the decision of the assessor as to my grade of membership will be final. I agree to abide by the CIM Charter, By-laws and to support and promote the CIM Code of Professional Conduct, as described at [www.cim.co.uk/governance](http://www.cim.co.uk/governance). I confirm that the information supplied in support of my application is correct; and that I have read, understood and agree to abide by CIM Academy's terms and conditions of business and learning contract.

Applicants signature:		Date:	
Print name:			

### Line Manager/Senior Manager Authorisation

I am authorised, by the sponsoring organisation, to agree and approve the declaration above.

I have read, understood and agree to abide by CIM Academy's terms and conditions of business and learning contract.

Authorising signature:		Date:	
Print name:		Position:	

## 13. Data protection

If you selected Employer in section 10, please note that Employers may request to see or receive a copy of your assessment results.

By ticking this box, I give CIM Academy staff permission to disclose part or all of my assessment results to my Employer

Please be aware that if you choose not to tick the box and your Employer requests your results from CIM Academy we will let them know this has been your choice. You may change your mind at any time and provide your consent to CIM Academy via email.

**CIM (The Chartered Institute of Marketing) will keep you updated with relevant information and contact you regarding membership if you are not currently a member.**

**CIM Academy will keep you updated with relevant information as part of your qualification.**

We may contact you regarding other CIM products or services that may be of interest to you. You will have the opportunity to opt out of these communications at any time.

Yes, I wish to receive information from CIM

Yes, I wish to receive information from CIM Academy

As part of your enrolment in this course you are obliged to become a CIM Member (it is not possible to study a CIM qualification without a Studying or other type of CIM Membership). The CIM Membership team will be in contact with you and you will be able to select the types of communications you may wish to receive from them. Your personal information will be passed to your regional branch, which will operate within the data protection guidelines set by us.

From time to time, we are approached by other companies who would like to inform you of relevant business and marketing information. These companies are strictly controlled, and we never disclose personal information to them without your permission. Please tick the box below if you wish to receive the information.

Yes, I wish to receive information from third parties

For full details of our data protection policy, please visit <http://www.cim.co.uk/privacy/>

# CIM ACADEMY TERMS AND CONDITIONS OF BUSINESS

**IMPORTANT!** CIM Academy is an Accredited Study Centre for CIM qualifications. It is in fact the only Accredited Study Centre owned by CIM. CIM Academy is NOT the CIM Awarding Body for qualifications and they operate completely independently within CIM. This means that CIM Academy has its own Terms and Conditions with students which are reflected in this document.

CIM qualifications are internationally recognised and must therefore abide by the rules laid down by the Office of Qualifications and Examinations Regulation (Ofqual) which regulates the CIM Awarding Body\*. These Terms and Conditions were updated April 2018 and supersede any other terms and conditions you may have received.

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

\*The Marketing Leadership Programme (MLP) is not regulated by Ofqual.

## **Course start dates**

The start date of your course is the one you will see published on the CIM Academy website. An email with login details for the CIM Academy Online platform and other useful information will be sent to you a minimum of 2 days before the official start date.

## **Bookings**

Bookings can be made by phone, email or online and are regarded provisional bookings until full payment has been made or the booking form has been signed. Completed bookings and purchases are considered to be firm orders once accepted, whether you select to pay online or offline. You are responsible for ensuring you are at the right level of learning to benefit from the qualification. If you would like more information and to check the qualification level is right for you contact us via telephone on +44 (0)1628 427240.

For most products brought online you have the legal right, if you are purchasing as a consumer only, to change your mind within 14 days of the order acceptance and receive a refund. These rights are under the Consumer Contracts Regulations 2013. A business that buys goods is not counted as a consumer under the Consumer Rights Act, and business-to-business (B2B) transactions do not have the same protection.

You will not be entitled to a partial or full refund if you change your mind once you have started to download your training materials or have started the course (including if you are given access to CIM Academy Online before the official start date).

## **Cancellations/Attendance/Transfer from a qualification**

All students must attend each module as booked and as described in the approved syllabus and published work scheme for the programme.

If a student wishes to cancel their course, under the qualifications regulations, unless there are exceptional extenuating personal circumstances – such as serious illness or bereavement – no refund will be made.

Work related issues are not accepted as being extenuating circumstances or legitimate cause to change attendance dates and no refund or part refund of course fees will be given.

If extenuating reasons do arise, it is the responsibility of the student or the student's organisation to inform CIM Academy in writing (email) providing evidence of the circumstances at the earliest opportunity.

In the event that a module or workshop transfer has been agreed by CIM Academy management to a different programme location or a different programme altogether, due to extenuating circumstances for which evidence has been provided, no transfer or administration charge is payable.

In all other cases, should a transfer to a different location or a different programme altogether be **exceptionally agreed by CIM Academy management** fees will be charged as shown under the Course Fees section of these Terms and Conditions.

## **Substitutions**

Companies may choose to substitute the original student with another person before the course start date. Written notification is required to substitute a student. There is no charge for this. However, the new student will have to go through the same validation process which may include a review of their CV to ensure that the course is suited to their level of experience.

Substitutions which take place during a course are at the discretion of CIM Academy management and if allowed will require the new student to be validated at the correct level by an assessment of their CV. Any additional charges that apply will be advised in writing (email).

In all cases, if the substitution is not possible due to the new student's experience being deemed insufficient by CIM Academy, full cancellation charges will apply.

## Course Fees

Fees include the following:

- Tuition costs – tuition varies depending on the study option (Online, Virtual, Blended, Residential)
- 24/7 access to CIM Academy learning platform – planned outages will be communicated via Forum posts
- Student support via the CIM Academy learning platform
- CIM studying membership for 1 year\*
- Assessment fees – exam and/or written assignments depending on the course or module (Online – exam centre fees are not covered by CIM Academy)

\*If your studies run for over 12 months, you will be required to obtain another year's CIM membership to continue. You are responsible for keeping your membership paid and up to date. Please ask the CIM Academy team for help with your membership if required.

Fees do not include the following (which, if requested by the student, will require additional charges):

- Revision workshops
- Additional course modules (other than those of the original programme)
- Individual feedback reports or remarking service from the CIM Awarding Body (these are called Enquiries About Results or EARs)
- Exam resits and/or assignment resubmissions – fully paid membership is required for any resits, resubmissions or to receive results and awards
- Alternative or extra modules – if a student fails an elective module and chooses to take an alternative one instead of a resit, full module fees apply

Please note that additional exam fees may apply to students in non-UK locations or students in the UK that require non-standard exam centres to be booked (this could be due to long distances between a student's location and the closest official exam centre). Online students will be required to pay for their exam centre cost for modules where an exam centre booking is required.

### Deferrals (effective from April 2019)

CIM as an Awarding Body has rules for students who wish to defer their studies (<https://my.cim.co.uk/mycim/studying/policies/> is only accessible for CIM Members for more information on policies for students).

CIM Academy as an Accredited Study Centre has its own specific rules around deferrals. These rules are reviewed regularly and are subject to change. CIM Academy will give students adequate notice of all changes (minimum 30 days).

**Important!** Please note that CIM Academy has no influence in any fees charged by the CIM Awarding Body.

#### CIM Free Deferral Period (dates published by CIM)

CIM Academy will charge a tuition and admin fee which will vary depending on the Level of the qualification chosen by the student. CIM the Awarding Body does not charge any fees during this period.

- Level 3 (Foundation Certificate in Marketing) – £75 plus VAT (£90 total)
- Level 4 (Certificate in Professional Marketing) – £105 plus VAT (£126 total)
- Level 6 (Diploma in Professional Marketing/Digital Diploma in Professional Marketing) – £125 plus VAT (£150 total)
- Level 7 (Marketing Leadership Programme) – £250 plus VAT (£300 total)

#### CIM Paid Deferral Period (dates published by CIM)

CIM Academy will charge a tuition and admin fee which will vary depending on the Level of the qualification chosen by the student. CIM the Awarding Body charges a £35 (VAT free) admin fee which will be added to the fees below to ensure there is one invoice only for the student.

- Level 3 (Foundation Certificate in Marketing) – £150 plus VAT (£180 plus £35 from the Awarding Body; £215 total)
- Level 4 (Certificate in Professional Marketing) – £210 plus VAT (£252 plus £35 from the Awarding Body; £287 total)
- Level 6 (Diploma in Professional Marketing/Digital Diploma in Professional Marketing) – £250 plus VAT (£300 plus £35 from the Awarding Body; £335 total)
- Level 7 (Marketing Leadership Programme) – £500 plus VAT (£600 plus £35 from the Awarding Body; £635 total)

#### CIM Emergency Deferral Period (dates published by CIM)

CIM the Awarding Body will only consider a deferral in this period if there are extenuating circumstances. In this case, CIM Academy will not charge any fees but the Awarding Body will charge a £35 admin fee which will be invoiced directly to the student (without CIM Academy involvement).

If there are no extenuating circumstances, the Awarding Body does not consider the request as a deferral and full assessment fees will be applicable. In this situation, CIM Academy will charge the same fees as in the Paid Deferral Period (see below). CIM Academy will process all payments to ensure there is one invoice only for the student.

- Level 3 (Foundation Certificate in Marketing) – £150 plus VAT (£180 plus full assessment fees from the Awarding Body; £285 total)
- Level 4 (Certificate in Professional Marketing) – £210 plus VAT (£252 plus full assessment fees from the Awarding Body; £355 total)
- Level 6 (Diploma in Professional Marketing/Digital Diploma in Professional Marketing) – £250 plus VAT (£300 plus full assessment fees from the Awarding Body; £485 total)
- Level 7 (Marketing Leadership Programme) – £500 plus VAT (£600 plus full assessment fees from the Awarding Body; £885 total)

Any deferral requests not contemplated within this section will be dealt with individually and one of the options detailed will be applied depending on which of them is the closest.

## **Bookings**

Bookings can be made by phone, email or online and are regarded as provisional bookings until full payment has been made. Completed bookings and purchases are considered to be firm orders once accepted, whether you select to pay online or offline.

Self-funding students are responsible for full payment even if they choose to withdraw from the qualification at any stage. Full payment can be made via credit/debit card, cheque, BACS or bank transfer. For most products bought online you have the legal right, if you are purchasing as a consumer only, to change your mind within 14 days of the order acceptance and receive a refund. These rights are under the Consumer Contracts Regulations 2013.

Students will not be entitled to a partial or full refund if they change their mind once they have accessed the CIM Academy learning platform online, started to download your training materials or have started the course.

Where a company or organisation is booking and funding a student, the contract is with the employer who is liable for the payment once the booking has been made by signature on the booking form. If the student for any reason leaves the company at any stage before or during the course or chooses to discontinue the course, the company remains liable for full payment of the booked course fees.

A business that buys goods is not counted as a consumer under the Consumer Rights Act, and business-to-business (B2B) transactions do not have the same protection as that mentioned under the self-funding individuals section above.

## **Payment**

All course fees must be paid in full no later than 30 days prior to the official start date of the course or immediately for late bookings. Late bookings are any made within 3 days of the course start date. CIM Academy will not accept bookings that come in later than 3 days after the official start date of the course. Settlement of the invoice is only deemed to have happened when the full amount has been paid and cleared.

## **Bank details – for your information**

Santander

Account name: The Chartered Institute of Marketing, account number: 10776490, sort code: 09-02-22, IBAN code: GB93 ABBY 09022210776490

Finance team contact: +44 (0)1628 427425

VAT number: GB 302 2509 13

## **Accommodation and transport**

For all modular residential CIM Academy courses, fees include full board and accommodation from the morning of the first day of the course to the final morning or afternoon of the course (as specified in the course calendar) in a single occupancy study bedroom if the workshop takes place at Moor Hall in Cookham. This is not applicable for workshops taking place in London (students must book their own accommodation in London).

For blended programmes the course fees cover the relevant day delegate rates on the face-to-face workshops but not accommodation.

Accommodation can be arranged at Moor Hall at a preferential rate, which has to be paid directly to the venue on departure. Any requests for extended accommodation should be emailed to [reception@cim.co.uk](mailto:reception@cim.co.uk).

Taxi company details can be provided by the Reception team at Moor Hall if you call +44 (0)1628 427500 or email [reception@cim.co.uk](mailto:reception@cim.co.uk). This is not applicable for London-based workshops.

## **Cancellation of course & Prices by CIM Academy**

CIM Academy reserves the right to amend or cancel any courses, workshops, course times, dates, published prices or Terms and Conditions at any time.

Any course may be cancelled by CIM Academy up to two weeks prior to its start date. Students are advised not to make travel arrangements before this time. Any travel costs incurred are entirely the delegate's responsibility. CIM Academy will not reimburse any travel costs incurred over two weeks prior to any course start date.

## **Intellectual property**

All materials supplied by CIM Academy remain the intellectual property of CIM and its partners, who assert their right to worldwide copyright unless specifically agreed otherwise in writing.

Assignments submitted by CIM Academy delegates remain anonymous for assessment purposes and marked assignments or exam scripts are not returned to delegates under the CIM Awarding Body policy. All content of assignments or exams will not be divulged unless express permission has been obtained from the originator.

## **Special requirements**

Special requirements and dietary needs can be met and arrangements for personal religious worship and delegates with disabilities easily made. Simply state your requirements at the time of booking and preparations will take place prior to your arrival.

## **Other terms**

CIM Academy and CIM Awarding Body reserve the right to remove any delegate from their programme should their behaviour be deemed to be inappropriate by CIM or its partners. This would result in no refund of course fees or other costs being paid.

## **Liability and Indemnity**

Except as expressly provided for herein CIM Academy, its employees or agents shall not in any circumstances be liable for consequential, indirect or special damages of any kind arising out of or in any way connected with the performance or failure to perform this Agreement.

Nothing in this Agreement shall serve to limit or exclude either party's liability for death or personal injury caused by their negligence.

**Force Majeure**

Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond their control including, but not limited to Acts of God, Government restrictions, wars, riots, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

CIM Academy, Moor Hall, Cookham, Maidenhead, Berkshire SL6 9QH, UK