

How to Join

Contents

01	How To Join
02 08	Applications for Membership & Qualifications
09 13	Applications for Membership Only (Non-Studying Route)
14 15	Relevant to All Applicants

How To Join

Please read carefully before completing your Application for Membership & Qualifications form.

To join CIM and study for qualifications, please refer to Sections 1 and 3.
To join CIM and **not** study for qualifications, please refer to Sections 2 and 3.

The guidelines provided within this booklet are an outline to ensure that your application is processed by CIM as quickly as possible. Please read them carefully and complete the appropriate sections of the Application for Membership & Qualifications form.

For further information on applying for any grade of CIM membership, please contact the Membership Services Team on +44 (0)1628 427120 or email membership@cim.co.uk.

Why not join online at www.cim.co.uk/joincim

Section 1

Applications for Membership & Qualifications

How to Apply

In order to study for a CIM qualification, you will need to register as an Affiliate Member, which will entitle you to a range of benefits and study support.

1. Please complete the Application for Membership & Qualifications form (excluding section 3).
2. If you wish to receive notification that we have received your application form, please provide a stamped addressed postcard.
3. Please obtain authorisation of your level of study from your study centre prior to submission to CIM (not required for self-study students). This is essential to avoid delays in processing your application.
4. Attach the relevant supporting documents to your application.
 - Copies of your previous qualification certificates. Please do not send originals
 - An outline of syllabus/modules covered (if level of entry is based on academic qualifications)
 - A copy of your CV (essential if you are applying on the basis of work experience)
5. Attach the required fee (details of pricing follow on page 7)
6. Your completed application should be sent to:

Membership Services

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

Please allow three weeks for your application to be processed by CIM, or slightly longer for international applications.

Entry Level

The entry criteria set out below should be used to assess which level of qualification is most appropriate for you. Your chosen study centre will authorise your entry level based on these criteria. Your study centre will wish to see evidence of your previous qualifications, or if applying on the basis of work experience, they will request a CV. Please ensure that the appropriate evidence is attached with your application form.

Self-study students (those studying without being affiliated to an accredited study centre) should attach evidence of previous qualifications (or a CV if applying on the basis of work experience) and submit this directly to CIM. CIM will then assess and authorise entry level.

Entry Criteria

Marketing Qualifications

Introductory Certificate in Marketing

It is not necessary to have any previous experience or knowledge of marketing to join this course. However, you must be over 17 years of age.

Professional Certificate in Marketing

To register for this qualification, you must meet at least one of the following criteria:-

1. Age 18 or over with 2 Advanced Levels or equivalent.
2. Age 19 or over with a minimum of 1 years full-time work experience in marketing.
3. CIM Introductory Certificate in Marketing (formerly CIM Foundation Certificate in Marketing).
4. NVQ or SVQ Level 2 in Marketing (UK).
5. NVQ or SVQ Level 3 in any other subject (UK).
6. Other appropriate qualifications approved by CIM.

Professional Diploma in Marketing and Advanced Certificate in Arts Marketing

To register for either of these qualifications, you must meet at least one of the following criteria:-

1. CIM Certificate in Marketing/CIM Certificate in Marketing Management Practice.
2. Any Bachelor or Masters degree.
3. Any foundation degree (UK only).
4. EdExcel (BTEC) Higher National Certificate/Diploma in any subject (UK).
5. NVQ or SVQ Level 3 in Marketing (UK).
6. NVQ or SVQ Level 4 in any other subject (UK).
7. Any appropriate vocational qualifications approved by CIM.
8. 3 years work experience in a marketing manager role.

Professional Postgraduate Diploma in Marketing

(New syllabus commencing July 2004)

To register for this qualification, you must meet at least one of the following criteria:-

1. CIM Advanced Certificate in Marketing/CIM Advanced Certificate in Marketing Management Practice/CIM Professional Diploma in Marketing
2. Bachelor/Masters degree with sufficient syllabus coverage of the CIM Professional Diploma in Marketing.
3. NVQ or SVQ Level 4 in Marketing from a CIM-approved institution (UK).

Cont....

4. NVQ or SVQ Level 5 in any other subject from a CIM-approved institution (UK).
5. Other appropriate qualifications approved by CIM.
6. 6 years marketing management work experience, 3 of which should be at a senior level.

e-Marketing Award

There are no formal entry criteria. However, entry to the course is at the discretion of approved study centres.

Marketing Communications Qualifications

Advanced Diploma in Communications Studies

To register for this qualification you must meet the following criteria:

- Aged 18 or over
- Bachelor degree
- 5 GCSE passes, grade C or above including English and Mathematics or equivalent qualifications

To apply on the basis of work experience please contact the Membership Services team.

Higher Diploma in Public Relations/Higher Diploma in Integrated Marketing Communications

To register for qualifications at this level you must meet the following criteria:

- Completion of four or more units at Advanced Diploma level
- To apply on the basis of work experience please contact the Membership Services team.

Sales Qualifications

Certificate in Professional Sales

No previous sales experience necessary.

Advanced Certificate in Professional Sales Management

At least three years sales experience, one of which must have been spent at management level.

Advanced Certificate in Key Account Management

At least three years sales experience, one of which must have been spent at management level.

Diploma in Professional Sales

Five years sales experience including at least two years at senior level.

Assessment Entry

Apply online for marketing qualifications only at www.cim.co.uk/assessmententry once you have your student number and authorisation key.

Please note that the completion of the Application for Membership & Qualifications form **does not** enter you to sit for assessments. You will need to complete the Assessment Entry Form, available online at www.cim.co.uk.

Note: Students may only take the assignment route if they are studying with a CIM study centre that is accredited to run assignment-based assessment. Self-study students may only enter for the examination route.

Closing Dates for Membership and Assessment Entry

Please note that some international offices set their own membership deadlines. Please check with your local office.

	Written Applications	Online Applications
December 2004 Assessments	1st October 2004	15th October 2004
June 2005 Assessments	24th March 2005	8th April 2005

No Late Entries Will Be Accepted

Photographic Identification

All students sitting CIM examinations (written or online) will be required to provide photographic identification to the invigilator along with a current CIM membership card. Photographic ID can be in the form of a driving licence or national ID card.

All students taking CIM assignments will be required to sign a Candidate Declaration and have this counter-signed by their tutor. Students must also have a current CIM membership card.

Application Fees

Early Bird Discount!

Sign up for your CIM membership before 30th June 2004 and you qualify for 2002/3 prices.

UK/Western Europe Resident Affiliate Member:

	Up to 30/06/04	From 01/07/04
Advanced Diploma in Communication Studies	£100	£105
Higher Diploma in Public Relations	£100	£105
Higher Diploma in Integrated Marketing Communications	£100	£105
Introductory Certificate in Marketing	£100	£105
Professional Certificate in Marketing	£100	£105
Professional Certificate in Sales	£100	£105
Advanced Certificate in Professional Sales Management	£140	£145
Advanced Certificate in Professional Key Account Management	£140	£145
Advanced Certificate in Arts Marketing	£140	£145
Professional Diploma in Marketing	£140	£145
Professional Diploma in Sales	£180	£185
Professional Postgraduate Diploma in Marketing	£180	£185
e-Marketing Award	£100	£105
Affiliate Membership Annual Renewal Fee	£100	£105

International Applicants (Resident outside Western Europe)

Affiliate Member:

Advanced Diploma in Communication Studies	£80	£85
Higher Diploma in Public Relations	£80	£85
Higher Diploma in Integrated Marketing Communications	£80	£85
Introductory Certificate in Marketing	£80	£85
Professional Certificate in Marketing	£80	£85
Professional Certificate in Sales	£80	£85
Advanced Certificate in Professional Sales Management	£120	£125
Advanced Certificate in Professional Key Account Management	£120	£125
Professional Diploma in Marketing	£120	£125
Professional Diploma in Sales	£160	£165
Professional Postgraduate Diploma in Marketing	£160	£165
Affiliate Membership Annual Renewal Fee	£80	£85

Tuition Fees

Please note that CIM's application fee **does not include tuition** which is provided by CIM accredited study centres. You will need to contact centres separately to enquire about their fees. Please consult the CIM Accredited Study Centre List to locate your nearest study centre or alternatively visit www.cim.co.uk/qualifications.

Assessment Fees

In addition, there will also be a fee for each assessment that you take to cover administration costs.

	Up to 30/06/04	From 01/07/04
For each subject	£35	£38
Except:		
Analysis and Decision (Case Study)	£60	£63
Strategic Marketing in Practice (Case Study)	£60	£63
Marketing in Practice Integrative Project	£60	£63
Marketing Management in Practice Integrative Project	£60	£63
Higher Diploma in Integrated Marketing Communications (per unit)	£60	£63
Higher Diploma in Public Relations (per unit)	£60	£63

Absence based on Medical Reasons

If you are unable to sit an examination based on medical reasons, a medical certificate must be supplied to CIM within 28 days after the examination.

Individual Subject Award Fee

You may obtain a certificate for any subject for which you have completed and passed your assessment. This is available upon request for a fee of £25.

Special Needs Requirements

The Chartered Institute of Marketing is committed to providing equal opportunities for all studying members. We therefore offer a Special Needs Service for those who have either learning difficulties or who require additional physical support during their assessments.

Below are a few examples of conditions where CIM can provide additional assistance:

Dyslexia, injury to writing hand, pregnancy, arthritis, tendonitis, tenosynovitis, repetitive strain injury, back condition, head injury, visual impairment/blindness, deafness.

Each request will be assessed on an individual basis. All Special Needs applications must be made in writing to CIM prior to the examination closing date for each examination session, and each request must be supported by medical evidence.

Note: Special Needs support during study must be agreed with the individual study centre.

If you have any condition that is not stated above or if you require further advice please email specialneeds@cim.co.uk

Section 2

Applications for Membership only (Non-Studying Route)

How to Apply

1. Please complete the Application for Membership & Qualifications form (excluding section 5).
2. If you wish to receive notification that we have received your application form, please provide a self-addressed postcard.
3. Please provide copies of all relevant information in support of your application.
 - Degree/professional qualification certificates (excluding those for previous CIM qualifications)
 - Your current job description and curriculum vitae (or summary of your marketing career details), both of which should fully describe the marketing resource management content of your present and previous appointments
 - Please also provide a referee who can verify that the information supplied is correct. This application cannot be processed unless the correct information is included.
4. Attach the required fee (details of pricing follow on page 13).
5. Your completed application should be sent to:

Membership Services

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

Note: Please allow three weeks for your application to be processed by CIM, or slightly longer for international applications.

Entry Requirements

Affiliate Member

Affiliate Membership is for any business professional who may be active or interested in marketing. Evidence of qualifications or experience is not required. Applications will be assessed and account taken of academic/vocational qualifications and marketing management experience. Subsequently an upgrade to Member (ACIM or MCIM) may be offered.

Associate Member (ACIM)

Either: Academic Qualifications

- CIM Advanced Certificate/CIM Professional Diploma in Marketing or
- Equivalent level diploma in marketing or
- Equivalent level marketing professional body examination or
- Recognised university degree or Chartered Professional Body admission examination (i.e. those that are formally recognised by the appropriate official body and by CIM)

Or: Vocational Qualifications

- N/SVQ Level 4 in Marketing
- N/SVQ Level 5 in any other subject

Plus: Practical Experience

- For non-marketing related qualifications, at least 4 years experience in marketing, of which 1 year must have been in a management position, will be required
- Applicants for admission to Associate (ACIM) must be employed in a marketing related role at the time of their application

Member (MCIM)

Either: Academic Qualifications

- CIM Postgraduate Diploma or university degree in marketing or
- Equivalent level diploma in marketing or
- Equivalent level marketing professional body examination or
- Recognised university degree or Chartered Professional Body admission examination (i.e. those that are formally recognised by the appropriate official body and by CIM)

Or: Vocational Qualifications

- N/SVQ Level 4 in Marketing
- N/SVQ Level 5 in any other subject

Plus: Practical Experience

- Minimum of 3 years experience in a recognised area of marketing, of which 1 year must have been in a management role
- For non-marketing related qualifications a minimum of 6 years experience in marketing, of which 2 years must have been in a management position, will be required
- Applicants for admission to Member (MCIM) must be employed in a marketing related role at the time of their application

Fellow (FCIM)

Academic Qualifications

- See those for Member (MCIM)

Plus: Practical Experience

- A proven record of expertise, experience and success; a high degree of responsibility in successful marketing operations and holding a role such as Chief Executive, Executive Director, Senior Marketing Executive, Professor of Marketing, Senior Academic or Senior Marketing Consultant for at least 3 years.
- You must be a full Member (MCIM) to be eligible to go forward for election to Fellow

Chartered Marketer

To become a Chartered Marketer you must satisfy the following criteria:

- Be a full Member (MCIM) or Fellow (FCIM).
- Complete 2 consecutive years of Continuing Professional Development.

For additional Chartered Marketer information such as additional subscription fees, entry criteria and general information please visit www.cim.co.uk or email charteredmarketer@cim.co.uk.

Senior Management Entry Scheme

Open to those with considerable marketing management experience who do not possess a formal academic qualification. Entry by this route requires the submission of a formal paper, which clearly demonstrates an individual's ability to analyse and formalise the practice of marketing. On acceptance of the paper by an academic assessor, the candidate will be interviewed by a senior member of the Institute. Please note that this route is limited to 10 applicants per year. For more details and an application form please contact the Membership Services Team on +44 (0)1628 427120.

Membership Fees

Early Bird Discount!

Sign up for your CIM membership before 30th June 2004 and you qualify for 2002/3 prices.

UK/Western Europe resident

	Up to 30/06/04	From 01/07/04
Affiliate Member	£100	£105
Associate Member (ACIM)	£125	£130
Member (MCIM)	£125	£130
Fellow (FCIM)	£140	£145
Member Chartered Marketer	£140	£145
Fellow Chartered Marketer	£165	£170

International Applicants - Standard Rate

Affiliate Member	£80	£85
Associate Member (ACIM)	£110	£115
Member (MCIM)	£110	£115
Fellow (FCIM)	£125	£130
Member Chartered Marketer	£125	£130
Fellow Chartered Marketer	£150	£155

International Applicants - Reduced Rate *

Affiliate Member	£80	£80
Associate Member (ACIM)	£110	£100
Member (MCIM)	£110	£100
Fellow (FCIM)	£125	£115
Member Chartered Marketer	£125	£115
Fellow Chartered Marketer	£150	£135

* Reduced rate applies to Africa, Indian Subcontinent, West Indies, Eastern Europe and Malaysia. For a full list of countries within this rate, please visit www.cim.co.uk

Section 3

Relevant to all applicants

CIM Branches and Market Interest Groups

These groups help to introduce you to professionals from different business areas, hear about recent strategies and discuss common marketing problems. You may select a branch and a market interest group to which you would like to be affiliated from the lists below.

Please be advised that joining more than one market interest group will incur an additional charge of £27 per extra group selected.

Branches

East Midlands Region

Leicester
Northamptonshire
Nottingham

Eastern Region

Cambridge (including Peterborough)
Essex
Norfolk & Suffolk

Greater London Region

Bedfordshire & Hertfordshire
Central London
Heathrow & West London
North London

North East Regions

Humberside
Mid Yorkshire
North East
South Yorkshire
Teesside

Northern Ireland Region

Northern Ireland

North West & North Wales Region

Lancashire (including Isle of Man)
Manchester
Merseyside & North Wales

Scotland Region

Edinburgh
North of Scotland
Tayside
West of Scotland

South East Region

Croydon & East Surrey
Kent
Sussex
Thames Valley
Wessex
West Surrey

South West & South Wales Region

Bristol
Devon & Cornwall
Gloucester
South Wales

West Midlands Region

Birmingham & Coventry
North Staffordshire
Norwest Midlands

International Regions, Branches & Groups

Australia
Ghana
Hong Kong
Kenya
Malaysia
Poland
Singapore
Sri Lanka

UK Market Interest Groups

CIM Technology International
Construction & Engineering (CIMCIG)
Financial Services
Food, Drink & Agriculture (FDA)
Hotel Marketing Association
Hotel Marketing Association
- Northern England
Medical Marketing Group
Professional Sales
Travel (CIMTIG)