



Rules for Examination Candidates

Professional Certificate in Marketing
Professional Diploma in Marketing
Professional Postgraduate Diploma in Marketing
Diploma in Tourism & CIMNET



Candidates should ensure that they read and are thoroughly familiar with the following regulations BEFORE presenting themselves for examination.

1. Special Needs

CIM are committed to providing equal opportunities for all studying members. CIM therefore offers a special needs service for all studying members who have either learning difficulties or require additional physical support during their assessments.

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

Any students who have special needs requirements for the examination and who have not already made contact with CIM, should telephone: +44 (0)1628 427136 or email: specialneeds@cim.co.uk

Each special needs application will be assessed on an individual basis and medical evidence will need to be submitted to CIM with a written request outlining the special needs requirements. All requests for special needs applications must be made in writing prior to the examination closing date for each examination session.

2. Arrival

Candidates must be seated in their correct places at least 10 minutes before the start of each examination session. CIM Membership Cards/Notification Letter and photographic ID must be placed on the table, so that the Invigilator can mark the attendance register. All property such as books and bags must be deposited with the Invigilators at the front of the room before the examination and collected after the session. Neither the Institute nor the examination centre will be responsible for any loss or damage which might be sustained

3. Late Arrivals

Candidates are advised to check the exact start time and location of the examination venue, the time it takes to get there, and allow additional time for parking, finding the correct room etc. Fifteen minutes after the start of the examination session the doors will be closed and no candidate will be allowed entrance without the special permission of the Senior Invigilator. No extra time will normally be granted.

4. Temporary Absence

No candidate may leave the examination room without the permission of an Invigilator, who will arrange for an escort. Question papers, answer books and any other materials must not be removed from the examination room.

5. Permanent Absence

No candidate may leave the examination room permanently until the examination has been in session for 30 minutes. Any candidate leaving the examination room before the end of the session must return the question paper, answer booklet and any supplementary sheets to an Invigilator.

No candidate will be allowed to leave the examination room during the last 15 minutes of the examination.

6. Invigilation

Each examination will be supervised by a Senior Invigilator, whose job it is to ensure the examination is conducted in accordance with CIM rules and regulations. The Invigilator has the authority with regards to admission to the examination, permission for temporary absence, and general discipline and conduct of the examination and examination candidates. The Senior Invigilator will give candidates information necessary for the smooth running of the examination. This will include announcements about the use of materials and the time at the beginning of and during the examination.

7. Smoking

Smoking is strictly forbidden at any time in the examination room.

8. Food

Food and drink is not normally permitted in the examination room.

9. Noise

Complete silence must be observed throughout each examination. Mobile phones, watch alarms and pagers must be turned off.

10. Advice

No form of advice or guidance may be sought from the invigilating staff on the meaning or interpretation of any part of the content of the examination paper.

11. Use of Calculators, Dictionaries etc.

Candidates may use non-programmable, quiet pocket calculators. The use of programmable or scientific calculators is not permitted under any circumstances. A Standard English Dictionary is permitted for **all candidates**. When a candidate's first language is not English, then a standard language dictionary is permitted, i.e. French to English/English to French, **in addition** to the Standard English Dictionary.

NO ELECTRONIC DICTIONARIES MAY BE TAKEN INTO THE EXAMINATION ROOM.

No candidate may bring into the examination room any type of marketing or general business dictionary or glossary of terms and expressions.

In all cases of doubt, candidates are advised, for their own protection, **to consult an Invigilator**. The Invigilator is required to check all dictionaries to ensure they do not contain annotations.

12. Use of Notes, Books etc.

No reference books, notes, or any other papers may be taken into the examination room – **with the exception of the Strategic Marketing In Practice examination:**

For this examination ONLY, two items can be taken in:

1. The analysis summary

A maximum of six sides of word processed A4 paper, minimum of 11 (eleven) size font should be prepared by the student.

2. Student's own copy of the case study that has been provided by CIM

The case study **may be** annotated with any ideas on possible decisions or courses of action, however, students are not allowed to bring any other type of material into the examination room e.g. papers, files or books.

Students may not attach any other additional information in any format. Any attempt to introduce such additional material will result in the student's paper being declared **null and void**.

The examination invigilators will ensure compliance with these examination regulations and will report any irregularities to The Chartered Institute of Marketing.

13. Slide Rules and Logarithm Tables

The use of slide rules and logarithm tables is permitted.

14. Stationery

It is essential that candidates provide themselves with all writing implements – pens, pencils, erasers and rulers. These are not provided by CIM. All necessary stationery is supplied by CIM and no candidate may bring any stationery into the examination room. **Natural squared graph paper and ruled cash analysis sheets will be available from the Invigilators upon request.**

Students may request additional stationery at any time during the examination by raising their hand. **DO NOT CALL OUT**. Candidates are forbidden to remove any stationery, blank or used, from the examination room at any time.

15. Completion of Answer Books

Answers must be written in black or blue ink or biro. Candidates must enter their CIM Membership Number **ONLY** on each page of the answer book and on any supplementary sheets used.

ON NO ACCOUNT MUST A CANDIDATE WRITE THEIR NAME ON ANY ANSWER BOOK OR SUPPLEMENTARY SHEET. The Chartered Institute of Marketing will **not** mark scripts that contain a candidate's name. Candidates must enter the subject name, examination centre and date on to the front of the answer book. The question number the candidate is answering must be clearly written at the top of each page of the answer book and any supplementary sheets. The numbers of all questions attempted should then be written, in the order attempted, on the front cover.

Candidates must not attach or write notes/messages to the Examiner on their scripts. (**Note:** See section 27 for Extenuating Circumstances)

16. Use of Answer Books and Rough Notes

All pages of the answer book should be used, but candidates should start each answer on a new page. When an answer book is filled, candidates should then use both sides of the supplementary sheets provided. **ROUGH WORK AND NOTES MUST BE WRITTEN INTO THE ANSWER BOOK OR ON SUPPLEMENTARY SHEETS AND CLEARLY IDENTIFIED.** No other pages of notes or other correspondence should be attached in any circumstances, **with the exception of the Strategic Marketing in Practice analysis (see note 12).** Supplementary sheets should be fastened into the answer book with the treasury tags provided.

No extra time is allowed for numbering sheets or putting papers together.

17. Close of Session

No candidate is permitted to leave the examination room within the last 15 minutes of the examination session. When the Senior Invigilator declares the examination session over, candidates must cease writing at once and close their answer book.

18. Non-submission of Answer Book

In all cases where a candidate decides not to submit an answer book, the Senior Invigilator should be informed and given the CIM Membership Number. No answer books should be taken out of the examination room as any answer book that is taken out of the examination room **cannot** subsequently be submitted for marking.

19. Presentation of Written Work

Unless special arrangements have been made, candidates are required to submit a legible, handwritten examination script. The Institute reserves the right not to mark any scripts that it considers to be illegible.

20. Lost Scripts

Whilst every care is taken, if for any reason a candidate's script is lost, prior to marking, during transportation then no grade can be issued and the student will be required to undertake an alternative assessment.

21. Examination Question Papers

Examination question papers may not be taken out of the examination room at the end of the session. Copies can be obtained after 24 hours have elapsed.

22. Photographic Identification

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

23. Breach of Rules and Misconduct During the Examination

Any breach of the rules contained in this document "Rules for Examination Candidates" will be penalised by The Chartered Institute of Marketing and may result in action being taken against the candidate. The following offences in particular are likely to result in disciplinary action:

- Being in possession of any materials, equipment, notes, books or other papers at any time during the examination session, other than those specified in Rules 11 to 13 or those issued or authorised by the Senior Invigilator.
- Contacting, communicating, talking to, or copying from any other candidate or allowing work to be copied.
- Helping or receiving help from another candidate.
- Leaving the examination room without the express permission of an Invigilator and without an escort.
- Consulting any materials or persons outside the examination room during periods of authorised absence while the examination is in progress.
- Attempting to make contact or influence the script marker (examiner) in any way (e.g. by writing or attaching notes to your examination script).
- Behaviour that is considered inappropriate by the Senior Invigilator in an examination room.
- Any person taking or submitting an assessment on a student's behalf.

Note: Disciplinary action may include exclusion and/or prevention of any category of CIM membership.

If the Senior Invigilator considers that there is any breach of the regulations as contained in these Rules for Examination Candidates, they are empowered to request the offending candidate leave the examination room, and can confiscate any such material they consider as evidence of the candidate's intention to evade the rules.

24. Results

Students can expect their results to be sent directly from CIM by post by:

- End of February after the December examinations.
- End of August after the June examinations.

International students, however, are warned that postal delays in the countries concerned may lead to later notifications.

RESULTS WILL NOT BE GIVEN BY TELEPHONE, FAX OR EMAIL.

Delivery centres will also be issued with a list of student results for all students who are registered with them.

It is CIM policy **not** to return any scripts to students.

Examination results once published are **FINAL**. Examination answer books will not be remarked or returned to students **under any circumstances** and there is no appeal against academic judgment.

Students are able to apply for feedback on all fail grades by means of the Feedback Service leaflet which will be despatched along with the results.

25. Specimen Answers

The Chartered Institute of Marketing may wish to utilise some (or all) of the content of your paper for use in the production of specimen answers. These will be used to guide future students in their studies. If you do not wish your paper to be used, please remember to tick the box on the front cover of your answer book.

26. Issue of Certificates/Diplomas

Certificates and Diplomas are issued twice a year, normally in November following the June examinations, and in May following the December examinations.

27. Extenuating Circumstances (during the examinations)

Students who wish any extenuating circumstances (e.g. illness, personal difficulties) to be taken into consideration during the marking process, must write, attaching supporting evidence (e.g. doctor's certificate), directly to the Awards Leader at CIM within four weeks of the date of the examination taking place.

ANY CORRESPONDENCE RECEIVED AFTER THE FOUR WEEKS WILL NOT BE CONSIDERED.

Discussion on extenuating circumstances will not be entered into over the telephone or by email – all correspondence will only be accepted by post.

Extenuating circumstances will only be considered by dealing directly with individual students and not with tutors, colleagues, family or as groups.

Students are strictly instructed **NOT** to attach any correspondence to their script (see Rule 15). Any breach of this rule will result in the script being considered “null and void”.

28. Appeals

Grounds for Appeal

A candidate may only make an appeal on the grade awarded for an examination or assignment on the following grounds:

- Where the exam or assignment was not conducted in accordance with CIM assessment regulations. *Candidates will be required to provide supporting evidence.*

Disagreement with the academic judgement of the Board of Examiners cannot itself constitute grounds for appeal.

Procedure for Lodging an Appeal

The Appeal should be made in writing, within four weeks of the result being issued, to the Awards Leader at the Chartered Institute of Marketing and should state the grounds of appeal together with supporting evidence.

APPEALS RECEIVED AFTER FOUR WEEKS WILL NOT BE CONSIDERED

Please be aware that the outcome of any appeal will not be available until AFTER the deadline of the following examination session entry closing date.

29. International Exam Centres

If you are sitting an examination outside the UK you may be required to pay local fees to the authority conducting the examinations.

If you are not able to attend then it is your responsibility to advise the centre in advance in order to avoid payment of these local fees.

For more information regarding these centres please contact CIM on +44 (0)1628 427120