**Thank you for studying with CIM.**

**Please read the below before completing this form.** Fields marked with an asterisk (\*) are compulsory.

## Assignments

Once booked you will receive a confirmation email with instructions on how to submit your assignment.

## Examinations

Marketing Principles and Applied Marketing exams can be sat as an online exam (**Record and Review)** or online at your study centre (**Online study centre**). Please select the relevant version. They can be taken within the **December 2024** online test window, between **27 August and 10 January 2025**. If booking an online (Record and Review) exam, once booked you will receive an email with a link to take your exam, however this will not arrive until the test window is open.

## Cancellations and Deferrals

Assessments can be cancelled **within 14 days** of payment being received for the booking. After this point, **fees are non- refundable**. Any bookings made during the late booking period, or resubmission bookings made, are subject to a 100% cancellation fee, due to the immediacy with which CIM will make assessment preparations following your booking. You may apply to defer assessments to the next session; see [MyCIM](https://my.cim.co.uk/mycim/studying/policies/) for details, deadlines and conditions, or contact your tutor.

## Membership

Current membership is required to book assessments and submit assignments.

Contact +44 (0)1628 427120 (Mon-Fri, 08:00/18:00 GMT) option 1, to renew.

## Reasonable Adjustments

If you believe you may require reasonable adjustments for your exam, please liaise with your study centre. You are strongly advised to read the Reasonable Adjustments Policy on

MyCIM, any applications need to be made by the booking deadline.

## Assessment booking deadlines

**Entries via your study centre: 25 October 2024**. This is the date by which applications need to be received at CIM. The date by which they must be submitted to your study centre will be earlier. Please contact them for details.

## Entries via MyCIM or form: - 01 November Late Booking deadline: 15 November

In addition to the assessment fee, a non-refundable fee of £125 per unit is applicable for bookings made within the late entry period.

# Personal details

\*Title (Dr, Mr, Mrs, Ms, Miss, Mx, Other)

\*Forenames

\*Family name

\*Membership number

# Contact details

\*Address Line 1

\*Address Line 2

Address Line 3

\*Country

\*Postcode (UK only)

\*Telephone Number/Mobile

\*Email

This email address provided will be used to communicate all assessment/result related emails.

# Your study details

## Bookings cannot be accepted unless you are enrolled with an accredited study centre (ASC).

\*Name of your current CIM ASC

# Select your assessment subjects

Please select which assessments(s) you wish to book for **this session only**. You may wish to check with your ASC which units you need to book. **Please take care that you select the correct module.**

# CIM Awards

## Foundation Certificate in Professional Marketing/Professional Digital Marketing

Marketing Principles


### Cost

All markets\* Online record and review - £130 [ ]

Online study centre - £110 [ ]

Communications in Practice

All markets\* Assignment - £110 [ ]

Digital Fundamentals

All markets\* Assignment - £110 [ ]

Marketing in Business *(CIM Accredited Degree Only)*

All markets\* Assignment - £110 [ ]

## Certificate in Professional Marketing/Professional Digital Marketing

Applied Marketing

Global Standard & Developing rate Online record and review - £170 [ ]

Emerging rate Online record and review - £150 [ ]

Global Standard & Developing rate Online study centre - £150 [ ]

Emerging rate Online study centre - £130 [ ]

Planning Campaigns

Global Standard & Developing rate Assignment - £150 [ ]

Emerging rate Assignment - £130 [ ]

Customer Insights

Global Standard & Developing rate Assignment - £150 [ ]

Emerging rate Assignment - £130 [ ]

Digital Marketing Techniques

Global Standard & Developing rate Assignment - £150 [ ]

Emerging rate Assignment - £130 [ ]

Marketing in Action *(CIM Accredited Degree only)*

Global Standard & Developing rate Assignment - £150 [ ]

Emerging rate Assignment - £130 [ ]

## Diploma in Professional Marketing/Professional Digital Marketing/Diploma in Sustainable Marketing

Marketing and Digital Strategy

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

Innovation in Marketing

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

The Digital Customer Experience

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

Resource Management

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

Managing Brands

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

Digital Optimisation

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

Sustainability

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

Managing Marketing Projects *(CIM Accredited Degree only)*

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

Managing Digital Marketing Projects *(CIM Accredited Degree only)*

Global Standard & Developing rate Assignment - £190 [ ]

Emerging rate Assignment - £150 [ ]

## Postgraduate Diploma in Professional Marketing / Sustainable Global Marketing

Global Marketing Decisions

 Global Standard & Developing rate Assignment - £210 [ ]

 Emerging rate Assignment - £170 [ ]

Corporate Digital Communications

 Global Standard & Developing rate Assignment - £210 [ ]

 Emerging rate Assignment - £170 [ ]

Creating Entrepreneurial Change

 Global Standard & Developing rate Assignment - £210 [ ]

 Emerging rate Assignment - £170 [ ]

Sustainable Transformation in Global Marketing

 Global Standard & Developing rate Assignment - £210 [ ]

 Emerging rate Assignment - £170 [ ]

## Marketing Leadership Programme

Contemporary Challenges Assignment - £290 [ ]

 All markets\*

Leading Change Assignment - £290 [ ]

 All markets\*

Consultancy Assignment - £290 [ ]

 All markets\*

Managing Business Growth Assignment - £290 [ ]

 All markets\*

Sustainable Transformation in Marketing Assignment - £290 [ ]

 All markets\*

# Please sign your declaration

I understand and agree to CIM’s **Booking Assessment Policy**. I also agree to comply with the assessment regulations as published by CIM in **Candidate Assignment Submission Guidelines** and **Examination Guidance for Candidates**, and for online proctored exams, the **Online proctored examination guidance and FAQs.** Details of these regulations can be found by logging into MyCIM and selecting ‘Assessment Guidance’ within the ‘Studying’ tab.

**Signature:**

**Date:**

# Your payment details

### Assessment(s)

[ ]  **I wish to pay for my assessments via bank transfer, quoting my membership number as reference.**

Account name: The Chartered Institute of Marketing Account number: 10776490 Sort code: 09-02-22 IBAN: GB93 ABBY 0902 2210 7764 90 SWIFT: ABBYGB2L

### [ ]  I wish to pay for my assessments using money in credit on my CIM account.

[ ]  **I wish to pay by credit/debit card.** Upon receipt of your application, our Customer Experience Team will contact you for payment.

# Assessment booking checklist

Before you submit your assessment booking form, please check that you have:

[ ]  Signed and dated your form [ ]  Identified your study centre

[ ]  Made the correct selection of examinations or assignments [ ]  Selected your preferred payment option

# Submit this completed form

Please email your completed assessment booking form to **examentry@cim.co.uk****.** We aim to process your booking within 10 working days of receiving this form. You will be sent a confirmation by email.

**Thank you for your booking request.** You can view our Privacy Policy here: [cim.co.uk/privacy](https://www.cim.co.uk/privacy/)

Emerging Markets Rate

### Countries eligible for membership and assessment fees at the Emerging Markets rate.

 **CIM Assessment Booking Form December 2024 V1.3| 4**