



## Notes for Online applicants for CIM qualifications

### Introductory Certificate in Marketing

#### Entry Guidance

- Must be over the age of 17 years
- Open access

It is not necessary to have any previous experience or knowledge of marketing to join this programme.

The Introductory Certificate is the entry point for those who have limited or no experience in marketing. It also has a role as a 'taster' for those who want to find out more about marketing. It is ideal for those who do not wish to specialise in marketing but who need a working knowledge and basic skills in marketing disciplines.

### Professional Certificate in Marketing

#### Entry Guidance

Holders of any one of the following criteria may be granted entry:

- 18 years or over with 2 Advanced Levels or equivalent.
- 19 years or over with a minimum of 1 year's work experience in marketing or sales.
- N/SVQ Level 2 in Marketing (UK).
- N/SVQ Level 3 in any other subject (UK).
- Introductory Certificate in Marketing or Foundation Certificate in Marketing.
- Or equivalent vocational qualifications.

The Professional Certificate in Marketing is intended primarily for people taking on an **assistant or supporting role** in sales or marketing.

### Professional Diploma in Marketing

#### Entry Guidance

Holders of any one of the following criteria may be granted entry:

- Any Bachelor or Masters degree.
- Any Foundation degree (UK only).
- CIM Certificate in Marketing or CIM Professional Certificate in Marketing.
- EdExcel (BTEC) any Higher National Certificate/Diploma (UK only).
- N/SVQ Level 3 in Marketing (UK only).
- N/SVQ Level 4 in any other subject (UK only).
- Other appropriate vocational qualifications approved by CIM
- At least 3 years' experience in a marketing manager role based on the CIM's Professional Diploma in Marketing SOMPs (Statements of Marketing Practice).

This is the entry point for non-marketing graduates, students undertaking accredited professional qualifications and those with some marketing experience, who are acting as **marketing practitioners/managers**. The aim of this programme is to prepare students for a role as marketing managers.

Please note; if your qualification is not listed and you do not meet the work experience criteria, you would probably be advised to study for the Certificate.

### **Professional Postgraduate Diploma in Marketing**

#### **Entry Guidance**

Holders of any one of the following may be granted entry:

- Bachelor or Masters degree covering a minimum of 80% of CIM's Professional Diploma in Marketing.
- CIM Advanced Certificate in Marketing or CIM Professional Diploma in Marketing.
- N/SVQ Level 4 in Marketing (UK only)
- N/SVQ Level 5 in any other subject (UK only)
- 6 years' marketing management experience, 3 of which should be at a senior level; this should align with the CIM's Professional Postgraduate Diploma in Marketing's SOMPs (Statements of Marketing Practice).

This is the entry point for marketing graduates, holders of accredited vocational qualifications and those with considerable marketing or business management experience.

Please note; if your qualification is not listed and you do not meet the work experience criteria, you would probably be advised to study for the Advanced Certificate Stage 2.

**Students with English as a Second Language:** CIM recommend a minimum score of Band 6 – Competent Use (IELTS) or equivalent, as a recommended standard for its qualifications.

#### **Closing Dates**

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

#### **Registration and Assessment Entry Closing Dates**

December Assessments	First Friday in October
June Assessments	Last Friday in March

**NO LATE ENTRIES WILL BE ACCEPTED**

## APPLICATION FEES (from 1 July 2004 to 30 June 2005)

### UK & EU Applicants

#### **Affiliate Member:**

Introductory Certificate in Marketing	£105
Professional Certificate in Marketing	£105
Professional Diploma in Marketing	£145
Professional Postgraduate Diploma in Marketing	£185

### International Applicants

#### **Affiliate Member:**

Introductory Certificate in Marketing	£85
Professional Certificate in Marketing	£85
Professional Diploma in Marketing	£125
Professional Postgraduate Diploma in Marketing	£165

### Tuition Fees

Please note that CIM's application fee **does not include tuition** which is provided by CIM accredited study centres.

### Assessment Fees

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

For each subject	£38
<b>Except:</b>	
Analysis & Decision (case study)	£63
Marketing in Practice	£63
Marketing Management in Practice	£63

**Absence based on medical reasons:** if you are unable to sit an examination based on medical reasons, a medical letter/certificate must be supplied to CIM within 28 days after the examination.

**Individual Module Award Fee:** students may obtain a certificate for any given module for which they have completed and passed their assessment. This is available upon request for a fee of £25.

**Any queries, please contact the Membership Services team on [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk)**

**Special Needs Requirements:** we are able to assist in arrangements for special needs requirements for CIM assessments. Please include with your assessment form details of your special needs requirements, supported by medical evidence where appropriate. The special needs email address is: [specialneeds@cim.co.uk](mailto:specialneeds@cim.co.uk).