



The Chartered
Institute of Marketing



Membership & Qualifications with CIM How to Join

How to Join & Study

Contents

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

Why join CIM?

Become more connected

- Join the world's largest association for marketing professionals and benefit from the experiences of other members
- Gain professional insight by meeting industry leaders at CIM events
- Support your studies through discussion forums with other marketers

Become more professional

- Achieve a qualification based on marketing in practice, developed with employers
- Learn with Study Centres audited and approved by CIM at a time and place to suit you
- Use our careers information service to support you as a professional marketer

Become more informed

- Make the most of our online marketing resources in the Knowledge Hub, containing thousands of case studies and articles to support your studies
- Access the world's largest marketing information and library service
- Receive or access online "the marketer" the CIM member magazine that challenges accepted marketing practice and improves innovation
- Sign up to Cutting Edge, our regular email news service, saving you from having to read all the marketing press
- Use the Learning Zone to help you pass your exams, practice techniques using the online tools and take real life examples into your studies

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 of this booklet.

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

For further information on applying for any grade of CIM membership, please contact the Membership Services Team on +44 (0)1628 427120 or email membershipinfo@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) or apply online at www.cim.co.uk/joincim
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 your entry level.

Entry Criteria

1. 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 Professional Certificate in Marketing or CIM Certificate in Marketing Management Practice.
2. Any Bachelor or Postgraduate 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

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.
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.

Note: Qualifications over 10 years old will not be considered for exemption purposes.

2. 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 good sales experience including at least two years at senior level.

3. Marketing Communications Qualifications (CAM)

For full details of the Marketing Communications Qualifications available, please visit www.cim.co.uk/learningzone or email us at info@camfoundation.com

Assessment Entry

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 to enter for assignments and examinations. Alternatively complete your application online at www.cim.co.uk/assessmententry

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 2005 Assessments	30th September 2005	14th October 2005
June 2006 Assessments	31st March 2006	14th April 2006

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.

1. Application Fees

Early Bird Discount!

Sign up for your CIM membership before 30th June 2005 and you qualify for 2004/5 prices.

Direct Debit Discount!

An additional discount is available when paying by Direct Debit from a UK bank account. Please complete the appropriate section of the Application for Membership & Qualifications form.

UK/Western Europe resident

Affiliate Member:

	Up to 30/06/05	From 01/07/05
Introductory Certificate in Marketing	£105	£110
Professional Certificate in Marketing	£105	£110
Professional Certificate in Sales	£105	£110
Advanced Certificate in Professional Sales Management	£145	£155
Advanced Certificate in Professional Key Account Management	£145	£155
Advanced Certificate in Arts Marketing	£145	£155
Diploma in Tourism Marketing	£145	£155
Professional Diploma in Marketing	£145	£155
Professional Diploma in Sales	£185	£195
Professional Postgraduate Diploma in Marketing	£185	£195
e-Marketing Award	£105	£110
e-Marketing Award for current members	£84	£84
Affiliate Membership Annual Renewal Fee	£105	£110

International Applicants (Resident outside Western Europe)

Affiliate Member:

Introductory Certificate in Marketing	£85	£85
Professional Certificate in Marketing	£85	£85
Professional Certificate in Sales	£85	£85
Advanced Certificate in Professional Sales Management	£125	£125
Advanced Certificate in Professional Key Account Management	£125	£125
Professional Diploma in Marketing	£125	£125
Professional Diploma in Sales	£165	£165
Professional Postgraduate Diploma in Marketing	£165	£165
Affiliate Membership Annual Renewal Fee	£85	£85

Professional members registering for CIM qualifications should note that additional administration fees are payable for exemptions.

2. Tuition fees

Please note that CIM's application fee **does not include tuition** 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/studycentres

3. Assessment Fees

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

	Up to 30/06/05	From 01/07/05
For each examination	£38	£42
For each assignment	£38	£45
<i>Except:</i>		
Strategic Marketing in Practice (Case Study)	£63	£67
Marketing in Practice Integrative Project	£63	£67
Marketing Management in Practice Integrative Project	£63	£67
Higher Diploma in Integrated Marketing Communications	£63*	£67*
Higher Diploma in Public Relations (*per unit)	£63*	£67*

Note: Assessment fees are non-refundable.

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 exam. Exam transfers cannot be made for any other reasons.

Cancellation of exams

It is only possible to cancel your assessment entry within seven days of receiving your confirmation letter.

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

In line with the Disability Discrimination Act, CIM 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.

A full version of the CIM Disability Code of Practice is available on request. 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) or apply online at www.cim.co.uk/joincim
2. If you wish to receive notification that we have received your application form, please provide a stamped addressed postcard.
3. 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.

Upgrade of Membership

To apply for an upgrade of membership, please send an up-to-date CV detailing all of your relevant work experience and dates of employment. This CV should be signed by your line manager or, if you are head of your organisation or self-employed, this may be a previous employer or professional adviser. If you hold additional academic qualifications, CIM will require a copy for verification in order to undertake a full assessment. For speed and efficiency, please quote your membership number in all communications.

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 Associate or Member (ACIM or MCIM) may be offered.

Associate Member (ACIM)

Either: Academic Qualifications

- CIM Advanced Certificate/CIM Professional Diploma in Marketing/CIM Postgraduate Diploma in Marketing/CIM Professional Postgraduate Diploma in Marketing
- 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 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 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)

Individuals may be elected to Fellowship after a period of CIM membership, or elected upon entry to membership providing they meet the current criteria for the Member (MCIM) grade above.

In both cases, the applicant will also be expected to have a strong marketing background (circa 15 years) and have held a role such as chief executive, executive director, senior marketing executive, professor of marketing, senior academic or senior marketing consultant for a minimum period of five years.

For full details of the entry criteria for this grade of membership, please contact the Fellowship Secretary on +44 (0)1628 427304 or visit www.cim.co.uk/membership

Chartered Marketer

For Chartered Marketer information and entry criteria, please visit www.cim.co.uk/charteredmarketer or email charteredmarketer@cim.co.uk

Senior Management Entry Scheme

This is an alternative route into CIM membership for those with considerable marketing experience but who do not possess any formal academic qualifications. For full details, please call +44 (0)1628 427120.

Membership Fees

Early Bird Discount!

Sign up for your CIM membership before 30th June 2005 and you qualify for 2004/5 prices.

Direct Debit Discount!

An additional discount is available when paying by Direct Debit from a UK bank account. Please complete the appropriate section of the Application for Membership & Qualifications form.

UK/Western Europe resident

	Up to 30/06/05	From 01/07/05
Affiliate Member	£105	£115
Associate Member (ACIM)	£130	£140
Member (MCIM)	£130	£140
Fellow (FCIM)	£145	£155
Member Chartered Marketer	£145	£145
Fellow Chartered Marketer	£170	£170

International Applicants - Standard Rate

Affiliate Member	£85	£93
Associate Member (ACIM)	£115	£120
Member (MCIM)	£115	£120
Fellow (FCIM)	£130	£130
Member Chartered Marketer	£130	£130
Fellow Chartered Marketer	£155	£155

International Applicants - Reduced Rate*

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

Professional members registering for CIM qualifications should note that additional administration fees are payable for exemptions.

*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

www.cim.co.uk/branches

www.cim.co.uk/migs

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 Region

Humber
Mid Yorkshire
North East
South Yorkshire
Teesside

Ireland Region

CIM 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
Thames Valley
Sussex
Wessex
West Surrey

South West & South Wales Region

Bristol
Devon & Cornwall
Gloucester
South Wales

West Midlands Region

Birmingham & Coventry
North Staffordshire
Norwest Midlands

Channel Islands Region

Guernsey
Jersey

Overseas Branches

Australia
Ghana
Hong Kong
Kenya
Malaysia
Poland
Singapore
Sri Lanka

UK Market Interest Groups

CIM Technology International
Construction & Engineering (CIMCIG)
Creative & Marketing Communications (CIMCOM)
Financial Services
Food, Drink & Agriculture (FDA)
Hotel Marketing Association
Medical Marketing Group
Professional Sales
Small Business Group
Travel (CIMTIG)

Equal Opportunities

The Chartered Institute of Marketing is committed to providing equal opportunities for all members irrespective of ethnicity, gender, disability, sexuality, age, class or religion. Equal opportunity and valuing diversity are core values of the organisation.

Data Protection

CIM will keep you updated with relevant information as part of your membership.

Your personal information will be passed to your chosen/local branch (as selected in Section 6 of the Application for Membership form) which may be outside the EEA, and which operates within data protection guidelines set by CIM.

We may also disclose your details to carefully selected and strictly controlled partners that we feel can provide interesting and relevant business information. Please indicate in Section 9 of the Application for Membership Form whether you would like to receive such communications, and if so by which method. In addition, please indicate to which address you would prefer to receive information about your CIM membership.

Full information on our data protection policy can be found on the CIM web site at www.cim.co.uk



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

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ED/055