

PROFESSIONAL SERVICES MARKETING

DISTANCE LEARNING COURSES AT
CAMBRIDGE MARKETING COLLEGE

CIM CERTIFICATE IN PROFESSIONAL MARKETING
CIM DIPLOMA IN PROFESSIONAL MARKETING
CIM CHARTERED DIPLOMA

www.marketingcollege.com

 The Chartered
Institute of Marketing
Accredited Study Centre



PROFESSIONAL SERVICES MARKETING QUALIFICATIONS

Cambridge Marketing College (CMC) and the Professional Services Marketing Group (PSMG) are pleased to offer the only marketing qualifications programme tailored specifically for marketers and business development professionals working in the professional services sector.

We offer fully accredited Chartered Institute of Marketing (CIM) qualifications combined with professional services sector-specific tutoring, teaching and study materials. In addition, Delegates benefit from full PSMG membership and the sector's best programme of talks and events led by professional services marketing experts.

This qualification programme offer professional services marketers the opportunity both to gain an internationally-recognised qualification and enhance their sector-specific skills and knowledge.

Delegates will benefit from the following:

- A fully-supported study programme from Cambridge Marketing College - one of the CIM's leading Accredited Study Centres
- The option to study at evening classes, weekend classes or by distance learning – depending on the Delegate's location, study preference and qualification level
- A Course Director with substantial experience of working and teaching in the professional services sector
- Individual module tutors with experience and knowledge of the professional services sector
- The newly- published Professional Services Marketing Handbook (Kogan Page, April 2014) included as a core text
- Full membership of the Professional Services Marketing Group (PSMG), offering access to a range of talks, events and specialist material
- Additional events and guest speakers for Delegates and alumni of the professional services marketing qualifications programme

Qualification	Delegate Requirements	Typical Role
Certificate	May have some marketing experience, but probably a non-marketing degree. Zero to three years relevant experience.	Marketing Executive, relatively new to marketing or the sector.
Diploma	A marketing or business BA/BSc degree with at least one third marketing credits OR at least three years relevant marketing experience.	Junior Manager with relevant marketing and sector experience.
Chartered Diploma	Already hold the Diploma or a Marketing degree or an MBA and at least six years' relevant marketing experience.	Middle or Senior Manager or Head of Department.

Delegates will be tutored and guided through the core and elective modules on each of these qualifications by our Course Director and team of professional services-experienced tutors. The tutors will ensure Delegates relate to and can apply standard CIM concepts and assignment scenarios.

Evening or weekend classes may include Delegates working in other industry sectors, but our experience shows professional services marketers benefit from studying alongside and sharing ideas and concepts with other marketers.

Professional services Delegates will receive the CMC's bespoke publications and study guides for each qualification module, together with a copy of the new Professional Services Marketing Handbook as a specialist companion text.

CIM CERTIFICATE IN PROFESSIONAL MARKETING

Entry Criteria

The course is suitable for those with some experience in marketing and with limited academic qualifications or delegates with non-marketing degrees and limited marketing experience. In addition you should be working for a Professional Services company/body/institute or a connected organisation.

The Certificate consists of two core modules and one elective from the choice of two.

CORE

MARKETING

Aim of the module

This module about recognising the importance of marketing's role in driving success and delivering results. It provides the knowledge and understanding of the function of marketing within the organisation and demonstrates how an appreciation of customer behaviour can enable effective targeting. It outlines an understanding of how external environmental influences affect planning and how information enables decision making. It outlines the elements of the marketing mix and how these are applied to address market and customer needs.

Assessment

The module comprises will be assessed by way of examination. The examination will comprise 50 multiple-choice questions to be completed in a two hour controlled assessment.

INTEGRATED COMMUNICATION

Aim of the module

This module aims to enable understanding of the importance of effective internal and external communications in building sustainable relationships and delivering customer value. It provides the opportunity to recognise the importance of communications planning in delivering marketing solutions. It explains how the concept of product and brand management can enable organisations to deliver customer value. It outlines the components of the marketing communications mix and enables understanding of integrated marketing communications (IMC) planning.

Assessment

The module will be assessed by way of assignment. The assessment will require submission of a 12-page assignment based on a given scenario and an organisation of your choice.

ELECTIVE

DIGITAL MARKETING

Aim of the module

The Module is about understanding the changing digital landscape and how to develop skills to improve digital effectiveness. It provides awareness of the nature of the challenges and opportunities within the digital environment and outlines the skills and tools required to support and enhance marketing activities. It defines the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital effectiveness.

Assessment

Assessment is by a three-part Work Based Portfolio (research, plan and report).

CUSTOMER EXPERIENCE

Aim of the module

This module recognises how a deeper knowledge of customer requirements within different contexts allows organisations to enhance the customer experience. It proves the skills and understanding to assess customer expectations in context and to develop and deliver activates that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.

Assessment

The assessment will require submission of a 12-page assignment based on a given scenario and an organisation of your choice.

CIM DIPLOMA IN PROFESSIONAL MARKETING

Entry Criteria

A Bachelors degree in business or marketing (or an equivalent qualification) where a minimum of a third of the credits come from marketing OR three plus years' of appropriate experience working in Marketing. In addition you should be working for a Professional Services company/body/institute or a connected organisation.

The Diploma consists of two core modules and one elective from the choice of two.

The Diploma is aimed at the professional marketer in an operational or management role who wishes to develop the knowledge and skills across a range of areas in order to progress their career.

CORE

STRATEGIC MARKETING

Aim of the module

This module is about how to take a strategic approach in marketing planning to achieve competitive advantage. It recognises the significance of situation analysis and introduces techniques for assessing the external and internal environments that enable effective decision making. The module outlines the importance of all stages within the marketing planning process, from the audit, through strategic decision making, to implementation of plans. It outlines how managing resources and employing monitoring and measurement techniques enables the achievement of strategic marketing objectives.

Assessment

This module will be assessed by way of examination. The examination will comprise a number of extended answer questions to be completed in a three-hour controlled assessment.

MASTERING METRICS

Aim of the module

This module examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing insights and strategic decision making. It provides an appreciation of how measurement techniques, aligned to business objectives, can establish and determine the effectiveness of marketing activities. It outlines the value of using appropriate data sources to enable effective marketing analysis, and of employing appropriate analytics tools and techniques to ensure effective marketing decision making.

Assessment

This module will be assessed by way of assignment. The assessment will require submission of a 18-page assignment based on a given scenario and an organisation of your choice

ELECTIVE

DRIVING INNOVATION

Aim of the module

The module outlines the importance of how taking a visionary approach, and embedding innovation, can help organisations deal with the challenges of a fast-moving marketplace. It focuses on how an understanding of the relationship between marketing and entrepreneurship can enable organisations to deliver compelling marketing solutions. It presents the key factors in building and nurturing innovation throughout the organisation and within the marketing function. It provides an appreciation of the role of internal marketing in supporting a culture of innovation and in implementing change programmes.

Assessment

The module will be assessed by way of assignment. The assessment will require submission of a 18-page assignment based on a given scenario and an organisation of your choice.

DIGITAL STRATEGY

Aim of the module

This module provides insight into how organisations can implement digital marketing capabilities into strategic marketing planning. It outlines how an understanding and analysis of the macro- and micro- environments can enable organisations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategic recommendations. It provides recognition of how creating digital marketing mixes can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.

Assessment

The module will be assessed by way of a three-part portfolio comprising research, plan and report.

CIM CHARTERED POSTGRADUATE DIPLOMA

The Chartered Postgraduate Diploma is the final CIM challenge. The course is intended for marketers at middle and senior management. This is a standard four module programme consisting of three work based assignments and one case study exam. All four modules are core/compulsory.

Entry Criteria

This is suitable for those with the CIM Professional Diploma or a Marketing degree or Masters Business degree and six plus years' senior marketing experience.

THE MODULES

EMERGING THEMES

Aim of the module

This module critically evaluates the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment. By the end of the module, delegates will be able to demonstrate an ability to recognise the strategic importance of key themes, and to consider how best to take them into account when developing and implementing marketing strategies.

Assessment

Assessment is by Assignment

ANALYSIS & DECISION

Aim of the module

This module prepares delegates to undertake a strategic audit of the organisation in order to assess its ability to deliver its business and marketing strategy, and to make strategic choices and decisions based on that audit within the context of a dynamic global market place. The module focuses on the tools for strategic decision making of this type including financial and risk analysis for each decision.

Assessment

Assessment is by Case Study based Exam

MARKETING LEADERSHIP & PLANNING

Aim of the module

The focus of this module is on developing and delivering strategic marketing plans to support the organisation's value proposition (not just the marketing function). In order to deliver effective plans, delegates must recognise the need to deliver sophisticated change management programmes.

Assessment

Assessment is by Assignment

MANAGING CORPORATE REPUTATION

Aim of the module

This module looks at the nature and characteristics of reputation management, and at managing the dimensions of an organisation's reputation. It also examines the methods of developing effective corporate communications.

Assessment

Assessment is by Assignment

Completion of the assessments for the course are allowed to carry over into year two.

“

I still refer to the course books / folders that were supplied with the course. The post-graduate diploma was an excellent course. The marketing college is renowned within the area for the student support and quality teaching. I also found the experience increased my confidence and meeting other marketing colleagues in other industries was fundamental to applying marketing tools in other scenarios outside of my own company.

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OUR TUTORS



NIGEL CLARK

Course Director and Lead Tutor for Professional Services Postgraduate Diploma

Nigel has held senior marketing and business development roles in financial services, management consulting, legal, environmental, business services,

engineering and project management firms. He currently works for Jacobs, one of the world's largest and most diverse providers of technical, professional and construction services. Nigel is a past director of the Professional Services Marketing Group (PSMG) and the editor of the new Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion (published by Kogan Page in Spring 2015).



ANDREW HEDLEY

Lead Tutor for Professional Services Diploma

Andrew Hedley helps the leaders of law firms to create mould-breaking strategies, develop strong brands, forge robust client relationships and design compelling propositions. Hedley Consulting is recognised as a leading boutique strategy consultancy

within the legal sector with clients ranging from global firms to significant regional players. In addition to his strategic project advice, Andrew is much sought after as a strategy group guide, partner retreat speaker, workshop facilitator and moderator. He is a respected contributor to specialist marketing and management publications and a regular keynote conference speaker. He is the author of Developing Strategic Client Relationships (2008) and Client Strategy in a Changing Legal Market (2011).

Andrew is a member of the Editorial Board of Managing Partner magazine, the judging panel of the MPF European Practice Management Awards and the Advisory Panel of NetworkMP, a leading peer network for managing partners of professional service firms. Andrew has been admitted as a Fellow of the Institute of Directors, the Strategic Planning Society, the Chartered Management Institute and the Royal Society of Art.



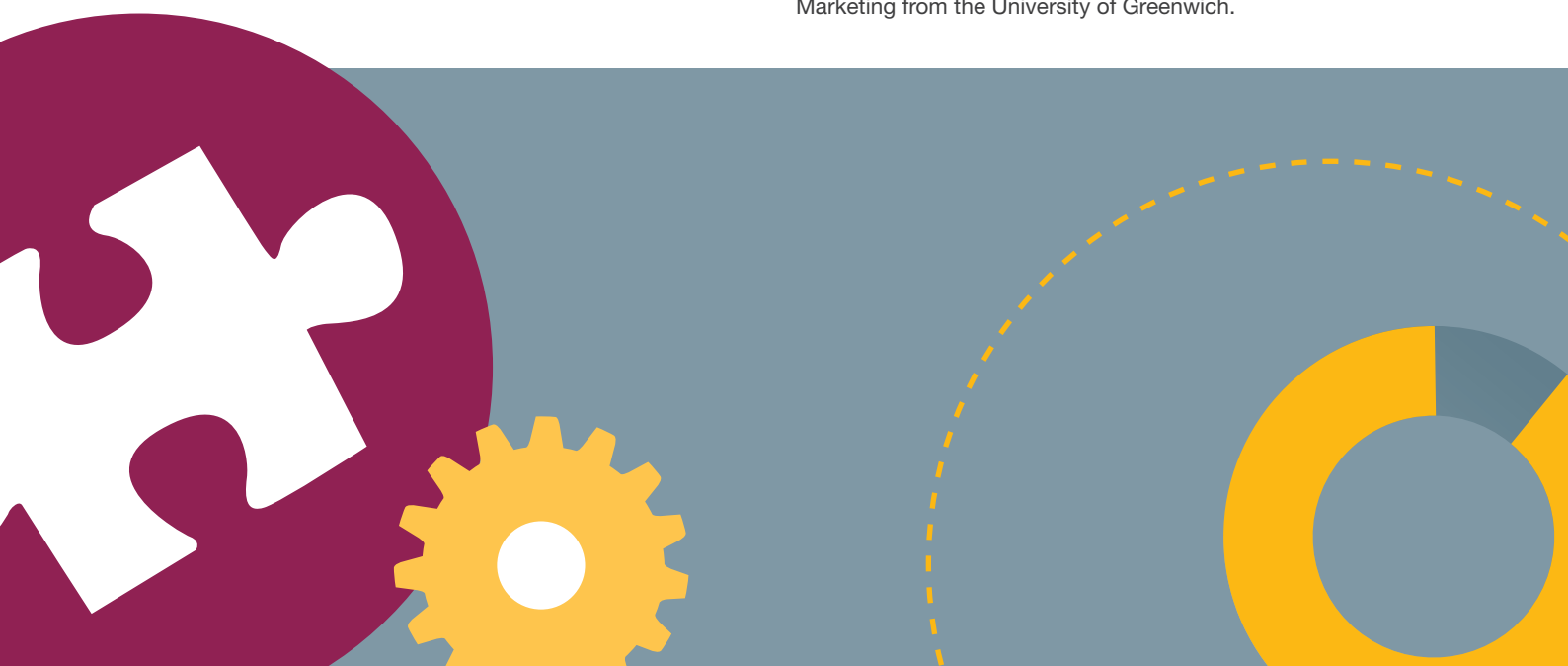
TONY ROGERS

Lead Tutor for Professional Services Certificate

Tony is an experienced and pragmatic Services Marketer with particular expertise in New Service Development, Service Design and Managed Services. With a career predominately focused on the technology sector, Tony has over 20

years' experience of sales and marketing obtained in Interoute, British Telecom, Damovo, Ericsson and British Airways.

Tony is a member of the Chartered Institute of Marketing, is a past CIM Kent branch Chairman and hold its Post Graduate Diploma in Marketing. He also holds an MA in Strategic Marketing from the University of Greenwich.



CIM PROFESSIONAL QUALIFICATIONS

FOR THE PROFESSIONAL SERVICES MARKETER



PSMG AND CMC

The Professional Services Marketing Group (PSMG) is a membership organisation for those with an interest in marketing within professional services firms, including partners, practice professionals, directors, managers and executives working in-house as well as recognised suppliers and consultants. The PSMG offers both individual and corporate membership.

Members are drawn from across the professions including law, accountancy, real estate, banking, architecture, actuarial, insurance, management consultancy, marketing communications, engineering and construction. PSMG has active groups in key commercial centres in the UK and international links in the USA, Canada, Europe, Middle East and Australasia.

AIMS

- To advance the public benefit of education and training of marketing in professional services.
- To provide a forum for members to meet, discuss common issues and develop leading edge marketing thinking.
- To define, improve and encourage good marketing practice.
- To enhance perception of the value of the marketing function within professional service businesses.
- To comment, as a recognised body, to the media, other professional institutions and the public on professional services marketing issues.

The skills of Britain's lawyers, accountants, financiers and other professional advisors are recognised as playing an important role in maintaining and growing the UK's competitive position in Europe and the wider global economy.

Raising the standards of marketing and communications in this sector is important to continuing success. Increasing the number of marketers with a professional services tailored, recognised qualification can make a major contribution.

The unique Professional Services Pathways to the CIM Professional Certificate and Professional Diploma in Marketing give Professional Services Marketers the opportunity to gain a definitive qualification in marketing taught by professional services marketers.

COURSE FEES AND STUDY METHOD

Course	Study method	College Fee (exc. VAT)	College fee (inc. VAT at 20%)	CIM Membership & Assessment Fees**
CIM Professional Certificate in Marketing (Specialist Pathway)	Distance Learning (15 months support)	£1470	£1764	£50 / £390
CIM Professional Diploma in Marketing (Specialist Pathway)	Distance Learning (15 months support)	£1620	£1944	£50 / £510
	Evening Classes (Central London)	£1920	£2304	£50 / £510
	Weekend Classes (Frankfurt)	£2290	-	£50 / £510
CIM Chartered Diploma in Marketing (Specialist Pathway)	Distance Learning (15 months support)	£1685	£2022	£224* / £360

* includes CIM exemption fees for lower levels

** Prices correct from time of publication but subject to change.
Delegates are responsible for enrolling and registering for assessments with the CIM

CIM PROGRAMME APPLICATION FORM

FORMS CAN BE FAXED TO 01954 234 950

Complete the form below and email with your CV (if not already provided) to liz@marketingcollege.com; or print and complete the form and post with your CV to:
Cambridge Marketing College, Cygnus Business Park, Swavesey, Cambridge CB24 4AA



SECTION 1 PERSONAL DETAILS

Title	<input type="checkbox"/> Dr	<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Ms	<input type="checkbox"/> Miss	<input type="checkbox"/> Other (Please Specify)	
First Name						Surname	
Home Address							
						Postcode	
Daytime Delivery Address (signature required)							
						Postcode	
Daytime Tel No.						Mobile	
Email							
Training/Personnel Manager						Email	

SECTION 2 CIM COURSES

PROGRAMMES	DISTANCE LEARNING	UK CLASSES		
		Evening Classes	Executive Weekend	Saturday Seminars
CIM Foundation Certificate in Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIM Certificate in Professional Marketing*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIM Diploma in Professional Marketing*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIM Chartered Postgraduate Diploma in Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
* Please specify your elective modules here:				
For those enrolling on an individual module, please detail here:				
If you are enrolling from outside the UK, please specify your country:				
STUDY CENTRE FOR ATTENDANCE <input type="checkbox"/> Bristol <input type="checkbox"/> Cambridge <input type="checkbox"/> Edinburgh (Leave blank for Distance Learning) <input type="checkbox"/> London <input type="checkbox"/> Manchester <input type="checkbox"/> Frankfurt (Professional Services Only)				
Please refer to course timetables to check classes offered in each centre: www.marketingcollege.com/course/timetables				
SPECIALIST PATHWAY (Leave blank for standard qualification) <input type="checkbox"/> B2B <input type="checkbox"/> Sports <input type="checkbox"/> Professional Services				
Optional Extras				
Optional extras for overseas delegates.				Courier fees
Textbook Pack <input type="checkbox"/> £150 Printed Companion Guides <input type="checkbox"/> £72				Europe £150 Asia £210 Rest of the World £240

SECTION 3 PAYMENT DETAILS

<input type="checkbox"/> I enclose my full payment fee	<input type="checkbox"/> Invoice details provided below		
OR <input type="checkbox"/> I would like to split the payment of my course fees (UK only)	<input type="checkbox"/> Cheque/card details provided and Direct Debit Forms enclosed		
OR <input type="checkbox"/> My company is paying for my course fees VAT number if applicable: <input type="text"/>	<input type="checkbox"/> Cheque enclosed <input type="checkbox"/> Invoice details provided below <input type="checkbox"/> Card details provided below <input type="checkbox"/> Cheque/card details provided and Direct Debit forms enclosed		
CARD DETAILS (Please complete your card details below; we will contact you for your card security number when your application is ready to process.)			
Credit/debit card number			
Valid from (MM/YY)		Expires (MM/YY)	
Card Holder Name			
Card Holder Address			
Contact Email for Card Holder			
Contact Telephone Number for Card Holder		<input type="checkbox"/> Please tick if Company Credit/Debit Card	
INVOICING DETAILS			
Company Name			
For the attention of		PO number	
Invoicing Address			
Contact number for Finance	Contact Email for Finance		

SECTION 4 DECLARATION

☐ I understand that my personal information will only be used by the college for tuition support and contact purposes and not passed to external organisations.

☐ I have read and understood the College Terms and Conditions (given in the prospectus and on the College website) and agree to abide by these.

Please tick if you do NOT want your contact details to be shared with other delegates for the purpose of forming study groups. ☐

As a delegate of CMC you enter into a learning agreement for the duration of your support time, the elements of which are designed to assist the smooth running of your course:

The College will provide: <ul style="list-style-type: none">• Course materials – relevant text books and study guides• Access to our Delegate Learning Zone• Tutors who are active marketers with up to date knowledge and experience• Tutor support and guidance• Assessment support• Tuition and revision sessions, as appropriate• A response to emailed administrative enquiries within 48 hours• Feedback on draft assignments or Exam Practice Questions within 10 working days – if you have not had an acknowledgement of receipt from your Tutor within 48 hours please contact the College office <i>Signed and dated</i> _____	Remember you are studying for a professional qualification and therefore you need to: <ul style="list-style-type: none">• Attend lectures and online tutorials as specified• Give 10 working days notice if you are unable to attend (a re-attendance fee will apply if notice is less than 10 working days)• Read the course materials as requested• Provide draft assignments by the Colleges published deadlines• Provide final assignments by the Colleges published deadlines• Provide Exam Practice Questions by the Colleges published deadlines• Undertake coursework as instructed by Tutors• Set aside sufficient regular times to study• Register for CIM Membership and Assessment Fees for the duration of your course• Notify the College should your circumstances materially change
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SECTION 5 CHECKLIST

Please check you have completed your application in full:

<input type="checkbox"/> Personal Details (including delivery address)	<input type="checkbox"/> Course Details
<input type="checkbox"/> Payment Details (Direct Debit forms completed if applicable)	<input type="checkbox"/> CV Provided

TERMS & CONDITIONS

1. It is the responsibility of each applicant to satisfy the entry requirements of the Chartered Institute of Marketing (CIM), CAM Foundation or Chartered Institute of Public Relations (CIPR) (as applicable). Every assistance will be provided by Cambridge Marketing Colleges (CMC) to enable the applicant to obtain this information from the CIM, CAM or CIPR.
2. All CIM or CAM membership and assessment fees are payable direct to the CIM or CAM. Payment of CMC enrolment fees should be made by cheque (payable to Cambridge Marketing College), direct debit or credit card and must accompany the application form for a place to be reserved. Tuition fees must be paid in advance of the commencement of the course or as agreed with the College.
3. All copy right on material provided by CMC is the property of CMC.
4. CMC tuition fees do not include CIM or CAM membership and assessment fees or social evenings.
5. CMC reserves the right to revise tuition fees at any time.
6. CMC reserves the right to cancel a course or change the schedule for any course, in which case all delegates will be given due notice and also given the options of change or cancellation. In the case of cancellation of a course by CMC prior to commencement, a full refund will be given.
7. CMC accepts no liability to provide extra tuition because of delegate absence through, for example, illness.
8. CMC reserves the right to refuse any bookings.
9. It is a condition of enrolment that a delegate thereby agrees:
 - (a) To take reasonable care of the health and safety of themselves and of the other persons who may be affected by his acts or omissions.
 - (b) To co-operate with all members of the CMC staff in maintaining the requirements of the Health and Safety at Work (1974) Act.
 - (c) Not to interfere with, intentionally or recklessly, nor to misuse anything provided in the interest of health and safety or welfare in the CMC.
 - (d) The CMC accepts no liability for injury or accident however caused whilst in attendance at the College premises.
10. Tutor Support is for one or two years as specified on enrolment. Extensions may be agreed at CMC discretion and are subject to a renewal charge.

IMPORTANT NOTES

The formation or continuation of any course or class is dependent upon adequate delegate enrolment and attendance.

The CMC undertakes to take all reasonable steps to provide educational services in the manner set out in the Welcome Pack and in other documents. Should industrial action or other circumstances beyond the control of the CMC interfere with its ability to provide such services, the CMC undertakes to use all reasonable steps to minimise the resultant disruption to educational services. The CMC does not undertake any absolute obligation whatsoever to provide educational services in the manner specified in the Introductory Pack or in any other document, nor does it undertake any other obligation in respect of the provision of educational services which is more onerous than the obligations set out herein.

Should you become a delegate of the CMC, this notice shall be a term of any contract between you and the CMC. Any offer of a place made to you by the CMC is made on the basis that in accepting such an offer you signify your consent to the incorporation of this notice as a term of any such contract.

The CMC leaflet is issued for information purposes only, and whilst every care has been taken in its preparation, the CMC cannot accept liability for the consequences of any inaccuracy. It is issued on the express condition that all matters covered in it are subject to change from time to time. In particular, the CMC reserves the right, in every case, at its discretion and for whatever reason, to amend fees, and to alter or not to alter classes, courses, parts of courses and other opportunities to study. Any doubt or ambiguity arising from the interpretation of any provision in the CMC leaflet shall be decided solely by the CMC in accordance with English Law.

Whilst every care is taken to ensure that advice given as part of any teaching/training programme is correct, neither CMC nor its lecturers or any other staff will accept responsibility for any loss, damage, etc., howsoever arising occasioned by the implementation of such advice. CMC is an equal opportunities training establishment and will not discriminate on the basis of age, gender, race or religion.

CMC reserves the right to vary these Terms and Conditions.

CANCELLATIONS

Cancellations may be made up to 30 days from date of letter of acknowledgement and a full refund will be made less £125.00+ VAT for administration charges. Cancellations after that date will not be entitled to a refund.

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Title	<input type="checkbox"/> Dr	<input type="checkbox"/> Mr	<input type="checkbox"/> Mrs	<input type="checkbox"/> Ms	<input type="checkbox"/> Miss	<input type="checkbox"/> Other (Please Specify)	
First Name						Surname	
Home Address							
						Postcode	
Daytime Delivery Address (signature required)							
						Postcode	
Daytime Tel No.						Mobile	
Email							
Training/Personnel Manager						Email	

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For those enrolling on an individual module, please detail here:				
If you are enrolling from outside the UK, please specify your country:				
STUDY CENTRE FOR ATTENDANCE <input type="checkbox"/> Bristol <input type="checkbox"/> Cambridge <input type="checkbox"/> Edinburgh (Leave blank for Distance Learning) <input type="checkbox"/> London <input type="checkbox"/> Manchester <input type="checkbox"/> Frankfurt (Professional Services Only)				
Please refer to course timetables to check classes offered in each centre: www.marketingcollege.com/course/timetables				
SPECIALIST PATHWAY (Leave blank for standard qualification) <input type="checkbox"/> B2B <input type="checkbox"/> Sports <input type="checkbox"/> Professional Services				
Optional Extras				
Optional extras for overseas delegates.				Courier fees
Textbook Pack <input type="checkbox"/> £150 Printed Companion Guides <input type="checkbox"/> £72				Europe £150 Asia £210 Rest of the World £240

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<input type="checkbox"/> I enclose my full payment fee	<input type="checkbox"/> Invoice details provided below		
OR <input type="checkbox"/> I would like to split the payment of my course fees (UK only)	<input type="checkbox"/> Cheque/card details provided and Direct Debit Forms enclosed		
OR <input type="checkbox"/> My company is paying for my course fees VAT number if applicable: <input type="text"/>	<input type="checkbox"/> Cheque enclosed <input type="checkbox"/> Invoice details provided below <input type="checkbox"/> Card details provided below <input type="checkbox"/> Cheque/card details provided and Direct Debit forms enclosed		
CARD DETAILS (Please complete your card details below; we will contact you for your card security number when your application is ready to process.)			
Credit/debit card number			
Valid from (MM/YY)		Expires (MM/YY)	
Card Holder Name			
Card Holder Address			
Contact Email for Card Holder			
Contact Telephone Number for Card Holder		<input type="checkbox"/> Please tick if Company Credit/Debit Card	
INVOICING DETAILS			
Company Name			
For the attention of		PO number	
Invoicing Address			
Contact number for Finance	Contact Email for Finance		

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SECTION 5 CHECKLIST

Please check you have completed your application in full:

<input type="checkbox"/> Personal Details (including delivery address)	<input type="checkbox"/> Course Details
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 - (a) To take reasonable care of the health and safety of themselves and of the other persons who may be affected by his acts or omissions.
 - (b) To co-operate with all members of the CMC staff in maintaining the requirements of the Health and Safety at Work (1974) Act.
 - (c) Not to interfere with, intentionally or recklessly, nor to misuse anything provided in the interest of health and safety or welfare in the CMC.
 - (d) The CMC accepts no liability for injury or accident however caused whilst in attendance at the College premises.
10. Tutor Support is for one or two years as specified on enrolment. Extensions may be agreed at CMC discretion and are subject to a renewal charge.

IMPORTANT NOTES

The formation or continuation of any course or class is dependent upon adequate delegate enrolment and attendance.

The CMC undertakes to take all reasonable steps to provide educational services in the manner set out in the Welcome Pack and in other documents. Should industrial action or other circumstances beyond the control of the CMC interfere with its ability to provide such services, the CMC undertakes to use all reasonable steps to minimise the resultant disruption to educational services. The CMC does not undertake any absolute obligation whatsoever to provide educational services in the manner specified in the Introductory Pack or in any other document, nor does it undertake any other obligation in respect of the provision of educational services which is more onerous than the obligations set out herein.

Should you become a delegate of the CMC, this notice shall be a term of any contract between you and the CMC. Any offer of a place made to you by the CMC is made on the basis that in accepting such an offer you signify your consent to the incorporation of this notice as a term of any such contract.

The CMC leaflet is issued for information purposes only, and whilst every care has been taken in its preparation, the CMC cannot accept liability for the consequences of any inaccuracy. It is issued on the express condition that all matters covered in it are subject to change from time to time. In particular, the CMC reserves the right, in every case, at its discretion and for whatever reason, to amend fees, and to alter or not to alter classes, courses, parts of courses and other opportunities to study. Any doubt or ambiguity arising from the interpretation of any provision in the CMC leaflet shall be decided solely by the CMC in accordance with English Law.

Whilst every care is taken to ensure that advice given as part of any teaching/training programme is correct, neither CMC nor its lecturers or any other staff will accept responsibility for any loss, damage, etc., howsoever arising occasioned by the implementation of such advice. CMC is an equal opportunities training establishment and will not discriminate on the basis of age, gender, race or religion.

CMC reserves the right to vary these Terms and Conditions.

CANCELLATIONS

Cancellations may be made up to 30 days from date of letter of acknowledgement and a full refund will be made less £125.00+ VAT for administration charges. Cancellations after that date will not be entitled to a refund.