**Thank you for studying with CIM.**

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

## Online Examinations

Online examinations can be taken within the online test window, between **31 March and 02 May 2025** except for Strategy and Planning which is between **31 March and 18 April 2025**. Once booked you will receive an email with a link to sit 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, 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 assessment 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. Contact +44 (0)1628 427120 (Mon-Fri, 08:00/17:00 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: 14 March 2025**. 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: 23 March 2025.

## Late Booking deadline: 30 March 2025.

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.**

## Foundation Certificate/Extended Foundation Certificate in Professional & Digital Marketing

Marketing Essentials

### Cost

Global Standard & Developing rate Online exam - £125 [ ]

Emerging rate Online exam - £110 [ ]

Content and Channels

Global Standard & Developing rate Online exam - £125 [ ]

Emerging rate Online exam - £110 [ ]

Marketing Insights

Global Standard & Developing rate Online exam - £125 [ ]

Emerging rate Online exam - £110 [ ]

## Certificate/Extended Certificate in Professional Marketing & Digital Marketing

Marketing Impact

Global Standard & Developing rate Online exam - £130 [ ]

Emerging rate Online exam - £115 [ ]

 Responsible Marketing

Global Standard & Developing rate Online exam - £130 [ ]

Emerging rate Online exam - £115 [ ]

 Planning Integrated Campaigns

Global Standard & Developing rate Online exam - £130 [ ]

Emerging rate Online exam - £115 [ ]

 Content Marketing

Global Standard & Developing rate Online exam - £130 [ ]

Emerging rate Online exam - £115 [ ]

 Search Engine Optimisation

 Global Standard & Developing rate Online exam - £130 [ ]

 Emerging rate Online exam - £115 [ ]

 MarTech

 Global Standard & Developing rate Online exam - £130 [ ]

 Emerging rate Online exam - £115 [ ]

 Social Media Marketing

 Global Standard & Developing rate Online exam - £130 [ ]

 Emerging rate Online exam - £115 [ ]

## Diploma/Extended Diploma in Professional & Digital Marketing.

Strategy and Planning

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

Commercial Intelligence

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

Societal Impact

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

Customer Journey Optimisation

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

Brand Proposition

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

Content Strategy

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

AI Marketing

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

Ecommerce

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

SEO & Paid Search Management **

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

Social Media Management

Global Standard & Developing rate Online exam - £165 [ ]

Emerging rate Online exam - £135 [ ]

# 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 the **Record and Review Examination Rules**.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 modules

[ ]  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.

Afghanistan Pakistan

Angola Papua New Guinea

Bangladesh Philippines

Benin Rwanda

Bhutan Samoa

Bolivia São Tomé and Príncipe

Burkina Faso Senegal

Burundi Sierra Leone

Cambodia Solomon Islands

Cameroon Somalia

Cabo Verde, The Republic of South Sudan

Central African Republic Sri Lanka

Chad Syria

Comoros Tajikistan

Congo, Dem Rep of the Tanzania

Congo, Republic of Timor- Leste

Cote D’Ivoire Togo

Djibouti Tunisia

Egypt Uganda

Eritrea Uzbekistan

Eswatini Vanuatu

Ethiopia Venezuela

Gambia Vietnam

Ghana Western Sahara

Guinea Yemen

Guinea- Bissau Zambia

Haiti Zimbabwe

Honduras

India

Iran

Kenya

Kiribati

Kyrgyz Republic

Lao PDR

Lebanon

Lesotho

Liberia

Madagascar

Malawi

Mali

Mauritania

Micronesia, Fed States of

Morocco

Mozambique

Myanmar

Nepal

Nicaragua

Niger

Nigeria

North Korea