

## Important notes for completing this form

Please complete all sections of this form in **BLOCK CAPITALS** in black ink.

Please note this will not automatically enter you for your assessments and you will also need to complete the separate assessment entry form.

This form should be completed in conjunction with the prospectus which contains information on pricing and entry criteria.

In order for The CAM Foundation to process your application, you must complete sections 2, 6, 11, 17 and 18 in full. Other sections must be completed where possible to support your application.

If you need any further information or assistance, please contact us. email: [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk) telephone: +44 (0)1628 427120

A cheque or credit/debit card details must accompany this form in order for it to be processed.

Please indicate your method of payment here:

cheque  credit/debit card

## Application checklist

Before you send in your application form, check that you have:

- Obtained authorisation of your entry level from your accredited study centre
- Enclosed copies of any necessary additional documents
- Signed and dated your application form
- Enclosed payment of the correct application fee, or provided credit card details
- Enclosed a stamped addressed postcard if requiring confirmation of receipt (UK only)

## 1 I am already registered as a CAM/CIM member

If you are already registered as a CIM member, please enter your membership number:

\_\_\_\_\_

I don't remember my membership number

## 2 Fill in your personal details *(delete as appropriate)*

Title: Dr, Mr, Mrs, Ms, Miss, Other: \_\_\_\_\_

Gender:  Male  Female

Forenames: \_\_\_\_\_

Family name: \_\_\_\_\_

Name to appear on certificates (if different from above):

\_\_\_\_\_

Nationality: \_\_\_\_\_

Date of birth:

## 3 Please indicate your ethnic origin

Please tick one box only

### White

- British
- Irish
- Other

### Mixed

- White and black Caribbean
- White and black Asian
- White and black African
- Other mixed background

### Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Other Asian background

### Black or Black British

- Caribbean
- African
- Other black background

### Chinese or other ethnic group

- Chinese
- Any other ethnic group

## 4 Please indicate your physical status

- Able-bodied (no disability)
- Disabled but not in receipt of disability benefit
- Disabled and in receipt of disability benefit
- Have a visual impairment
- Have a hearing impairment
- Have special access needs

The Chartered Institute of Marketing and The CAM Foundation respects the information that you provide and will use it for the purpose of a business relationship. Full details of our data protection policy can be found on the CIM website at [www.cim.co.uk](http://www.cim.co.uk) and [www.camfoundation.com](http://www.camfoundation.com)



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## 9 How did you find out about CIM/CAM qualifications?

Please tick one box only

- |   |  |
|---|--|
| <input type="checkbox"/> Marketing press  | <input type="checkbox"/> Word of mouth                 |
| <input type="checkbox"/> Advertising/PR   | <input type="checkbox"/> Internet, please select type: |
| <input type="checkbox"/> Employer         | <input type="checkbox"/> Search engine                 |
| <input type="checkbox"/> Exhibition       | <input type="checkbox"/> CIM website                   |
| <input type="checkbox"/> Careers advisor  | <input type="checkbox"/> CAM website                   |
| <input type="checkbox"/> College          | <input type="checkbox"/> Social network                |
| <input type="checkbox"/> Direct marketing | <input type="checkbox"/> Other                         |

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## 10 What is the entry level of your study?

Please refer to the entry level criteria set out in the prospectus and indicate which level of qualification you are applying to join.

All students must obtain authorisation of their entry level from their chosen study centre. Please note that CAM reserves the right of final arbiter for decisions regarding level of study.

- CAM Diploma in Digital Marketing
- CAM Diploma in Mobile Marketing
- CAM Diploma in Marketing Communications
- CAM Diploma in Digital Metrics and Analytics
- CAM Diploma in Managing Digital Media
- CAM Diploma in Digital Campaign Planning
- CAM Diploma in Digital Media and Branding
- CAM Diploma in Hospitality and Tourism Marketing

If you're taking the CAM Diploma, please indicate if you are choosing a package option:

- CAM 2 year standard package (UK)
- CAM 2 year standard package (International)
- CAM 2 year deluxe package (UK)
- CAM 2 year deluxe package (International)

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## 11 Which study centre have you chosen for your qualification?

Study centre name: \_\_\_\_\_

For a listing of CAM study centres visit:  
[www.camfoundation.com/study\\_centre.htm](http://www.camfoundation.com/study_centre.htm)

- I confirm that my chosen study centre has authorised my level of entry

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## 12 Chartered CPD Programme

- I would like to join the Chartered CPD Programme. Full details available at [www.cim.co.uk/charteredcpd](http://www.cim.co.uk/charteredcpd).

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## 13 How do you wish to study?

- Full time     Part time     Intensive  
 Online     Distance learning

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## 14 What industry sector applies to your companies business?

Please tick one box only

- 1 mining and extraction
- 2 energy, petroleum, chemicals and allied products
- 3 pharmaceuticals
- 4 mechanical engineering
- 5 motor vehicles
- 6 aeronautics and ships
- 7 electrical engineering
- 8 computer manufacturing and services
- 9 textiles/clothing/footwear
- 10 food/drink/tobacco
- 11 cosmetics/toiletries, etc
- 12 household products, etc
- 13 timber/paper/packaging
- 14 other products
- 15 building/construction
- 16 travel/transport
- 17 communications
- 18 commerce/trade/retailing
- 19 conglomerates/holding companies
- 20 banking/finance
- 21 consulting/professional
- 22 charities/museums, etc
- 23 hotels/leisure/entertainment
- 24 police/fire brigade, etc
- 25 education
- 26 water companies
- 27 central government
- 28 local government
- 29 health authorities/trusts, etc
- 30 other services

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## 15 Determining your branch/interest group

As a CAM Diploma studying member you will automatically be allocated a CIM branch near to you, based upon your postcode. You can also join a market interest group relevant to your area of interest by indicating your choice below. Details of which interest groups are available can be found at [www.cim.co.uk/migs](http://www.cim.co.uk/migs).

- I would like to join CIM market interest group(s):
-

# Application to study

## 16 What are your academic details

- |  |  |
|--|--|
| <input type="checkbox"/> Degree (any subject)            | <input type="checkbox"/> N/SVQ Level 3 (any subject) |
| <input type="checkbox"/> Degree in Marketing or Business | <input type="checkbox"/> N/SVQ Level 3 Marketing     |
| <input type="checkbox"/> Masters Degree (any subject)    | <input type="checkbox"/> N/SVQ Level 4 (any subject) |
| <input type="checkbox"/> Professional Qualifications     | <input type="checkbox"/> N/SVQ Level 4 Marketing     |
| <input type="checkbox"/> N/SVQ Level 2 Marketing         | <input type="checkbox"/> N/SVQ Level 5 (any subject) |

## 17 Don't forget to sign your declaration

CAM qualifications are awarded by CIM. As such all CAM students abide by the same rules as CIM students. Please read the code and the Institute's Charter and Bye-laws before signing. I agree to accept the decision of the assessor as to my eligibility to study. I agree to abide by the Institute's Charter and Bye-laws (available at [www.cim.co.uk/governance](http://www.cim.co.uk/governance)) and to observe the provisions of the Institute's codes of professional standards. I confirm that the information supplied in support of my application for membership is correct.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 18 Your payment details

Is your current employer sponsoring your membership and/or tuition?  Yes  No

*Please note we cannot invoice companies and/or individuals.*

**I wish to pay by cheque** I enclose a cheque for £ \_\_\_\_\_

*Please make your cheque payable to The CAM Foundation Ltd.*

**I wish to pay by credit/debit card\***

Please indicate type of card. (\*We are not able to accept payment by Diners.)

Visa  Mastercard  Delta  Maestro/Switch  American Express  Visa Electron or Solo

I authorise you to debit my credit/debit card with the amount of £ \_\_\_\_\_

My credit/debit card number is:

Valid from     Expires     Issue number (for Maestro/Switch/Delta/Connect)

Security code (Use last three digits on the reverse of your card. For American Express, use the four digit verification number on the front of your card)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Membership fees

	UK & Western Europe	International*
CAM Diploma in Digital Marketing	£140	£85
CAM Diploma in Mobile Marketing	£140	£85
CAM Diploma in Marketing Communications	£140	£85
CAM Diploma in Digital Metrics and Analytics	£140	£85
CAM Diploma in Managing Digital Media	£140	£85
CAM Diploma in Digital Campaign Planning	£140	£85
CAM Diploma in Digital Media and Branding	£140	£85
CAM Diploma in Hospitality and Tourism Marketing	£140	£85

\*Residents outside of Western Europe.

Assessment fees, for examinations and assignments, are payable in addition to the CIM/CAM membership fee. These fees do not include the cost of tuition provided by our Accredited Study Centres. Please contact centres directly to enquire about their fees. **Please note membership fees are non-refundable.**