

Information Pack

CIM Courses in Marketing

Thank you for your interest in our **CIM courses**. This information pack explains how our courses work. It contains:

- a letter from our Registrar,
- *Pass CIM with Cheltenham* – about our CIM distance learning courses,
- an update on CIM syllabus developments,
- a fees list,
- an enrolment form and
- *About our College* – information about us.

If you have any questions you wish to ask, please contact us and we'll do our best to answer them.

We look forward to hearing from you.



Why you should study with us

We hope you will choose to study with us. There are many good reasons to choose our college for your CIM studies.

we improve your chances of a pass

These are our pass rates for the UK for 2008 as published by CIM,

	Our students	CIM average
Certificate	80%	56%
Diploma	81%	63%
Postgraduate Diploma	67%	50%

If you want to know any of our pass rates in *more detail*, please let us know. Remember, too, if you don't pass first time, you're *still* our student – we carry on tutoring you.

we're flexible

You can study wherever you want to, start your studies when you want to, study as quickly or as slowly as you want to, and at the times that suit you – you are in charge of your own study.

we provide expert support, for as long as you need it, when you need it

Your course is created by specialists in distance learning, and you'll be tutored through the course by an experienced distance learning tutor. You'll have your tutor's help for *two years*, and can contact your tutor as much as you want to, by post, telephone and email. You have all the encouragement, constructive criticism and professional guidance that you need to stay on track for the best possible results.

you have a complete course

Your course will be complete, there are no hidden charges – the only extra things you'll need to do are register as a member of CIM and register for assessment.

we follow you through transition

This is a period of change for the CIM syllabus – if your qualification changes while you are studying with us, we will *transfer* you onto our new courses free of charge.

our service is accredited

We're accredited by **CIM**, but unlike many other distance learning centres we're also accredited by the **Open and Distance Learning Quality Council**, which was specifically set up to promote good service and high standards in distance learning – we're distance learning *professionals*.

Do give studying with us by distance learning some serious thought: it's a convenient, flexible, and, above all, extremely effective way to learn. You'll have all the help we can give to ensure that your course runs smoothly, no matter how your life might develop whilst you're studying with us.

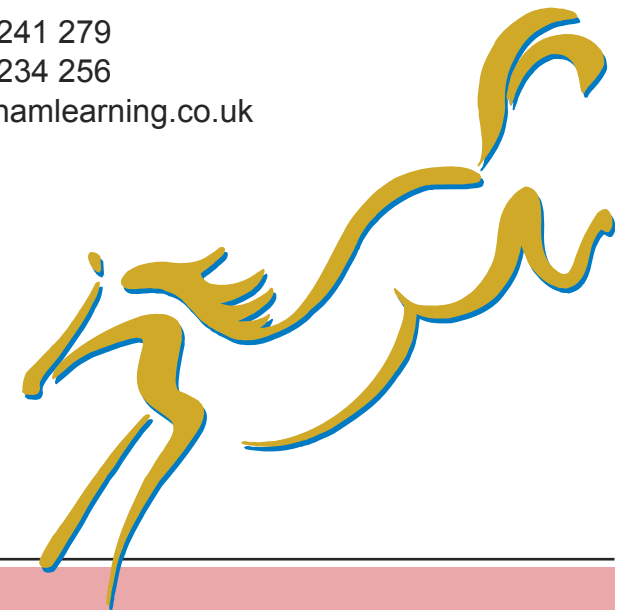
I hope to hear from you soon.

Best wishes



Pat Pennington
Registrar

- T** +44 (0) 1242 241 279
- F** +44 (0) 1242 234 256
- E** info@cheltenhamlearning.co.uk



Learn to be better

Pass CIM with Cheltenham



Qualify with us

You must aim to get the *maximum result from the effort that you put in*; our approach is to direct your efforts towards studying in the way that suits you.

This section of our information pack describes our **CIM courses**. The *About our College* section has more information on us, how our courses work, what to expect, how to sign up for a course, and the ways in which your effort is directed towards qualifying.

If you don't have our full information pack, please let us know. If you have any questions about your studies or our courses, please contact us to discuss them.

Cheltenham Tutorial College

292 High Street, Cheltenham GL50 3HQ

T +44 (0)1242 241 279

F +44 (0) 1242 234 256

E registrar @cheltenhamlearning.co.uk

www.cheltenhamlearning.com

Our pass rates

Our most recent pass rates are for the **2007 and 2008 exams and assignments**. They are consistently better than CIM's global averages. Contact us if you'd like more detail.

	June and December 2007		June and December 2008	
	CTC rate	CIM rate	CTC rate	CIM rate
Certificate	85%	55%	80%	56%
Diploma	73%	62%	81%	63%
Postgraduate Diploma	65%	50%	67%	50%
Overall	72%	57%	78%	58%

Our CIM centre

We've been providing tuition for CIM qualifications since 1991, and train our students through **distance learning**; a flexible form of study where you and your tutor never physically meet. This creates the freedom for you to study where, when, and in whatever way works best.

We enrol around a hundred CIM students each year from around the world, and have 7 CIM tutors marking their coursework and supporting their study with phone and email tutorials.

Please contact us if you would like more information about the other things we do.

How we run our courses

Our courses are driven by *your circumstances*; you choose when to start, how many units to study, how fast you study them, and where you study from. Your course fits in with you.

Your course is built on our **study materials** – course books which we write and produce to replace the lectures that you might have attended at a traditional college. We send these to you at the start of your course, and you study through them at your own speed.

Let us know if you want to see a **course profile** or a **sample**.

We help you *plan* your study through our guides and advice, but we don't tell you what's best for you. That's your decision, and we provide you with the help that you want from us.

We provide you with a **tutor**. Someone who will establish a one-to-one relationship with you, marking the coursework which we set and answering your questions as they come up. The most important part of your course is tutor support, and you'll have your tutor's support as much and as often as you need to until you pass.

You can contact other students from right around the world by joining our **Internet discussion group** to share experiences, advice or simply network.

Our standard support period is two years, not because we expect you to take that long, but because *anyone* can have family, work, or life changes which hold up their studies – *good* learning happens when you can give it the effort and attention it deserves, and we do what we can to help you achieve that.

You won't need to refer to lots of other books (though background reading will usually improve your marks), and can rely on our materials to give you an effective preparation for your assessment.

How to start a course

Full details are in *About our College* (please let us know if you need a copy), but briefly you can either:

- fill out our **enrolment form** (enclosed with this pack) then post, scan/email, or fax it to us,
- visit our **website** and use the online enrolment facility,
- **email** the information that we need to us at **info@cheltenhamlearning.co.uk**, or
- phone us on **01242 241 279**.

You can enrol at any time for any number of units from anywhere in the world as long as we can reach you.

Depending on where you are in the world and which units you have chosen, you should receive your course materials and tutor details five to nine working days later.

Fees, employers and refunds

You should be able to find your course fee on our **fees list**; there should be one with this pack, please let us know if it's missing. All the information you should need about paying your fees is in *About our College*, including a short business case for your **employer's support**. It's always worth asking whether there's funding available for your course.

Our fees pay for your course materials and tutor support. You will also need to pay *membership and assessment fees* to CIM. Should you choose to supplement your study with extra journals, books, subscriptions and so on then these will add to your expenses. Remember that they are *optional*.

You can cancel your course with us and get a full **refund** at any time during the first four weeks of study if you contact us by phone (ansaphone message, email, fax or letter are insufficient without acknowledgement) to let us know that is what you want to do, and then return your course materials to us with a covering note and by a service that gives proof of delivery.

If you find that you're taking the **wrong level**, let us know and we'll transfer you to the right one.

CIM qualifications

CIM's qualifications come in four levels – Introductory Certificate, Professional Certificate, Professional Diploma, and the Chartered Postgraduate Diploma.



Each level is made up of self-contained “units”, and each unit has its own CIM assessment. At each level the different units reflect the key knowledge and skills you will need to fulfil your marketing role professionally and effectively.

Each qualification is a different level in the National Qualifications Framework (NQF) run by QCA, the UK Government regulator for education. The system provides a clear understanding of the standard of a person’s learning and their ability in their field.

Where do I start?

The level you start at depends on the **qualifications and experience** which you already have. If you:

- interested in finding out about marketing, then you might start at the **Introductory Certificate**. You don’t need experience or qualifications to take this; it will ground you in the essentials of marketing theory, and gives you practical knowledge to take back into the workplace.
- looking to advance your career, then you might start at the **Certificate** (see page 8 onwards). It’s for those in tactical marketing positions looking to progress, and gives you in-depth knowledge of everything from understanding customers to how to collect and analyse data.
- getting into marketing management, then you might start at the **Diploma** (see page 13 onwards). It’s for marketers with operational responsibility and an eye on management. You’ll learn how to plan, implement and measure marketing activities at the operational level, and understand the impact of marketing decisions on other functions within the business.

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- aspiring to be a senior marketer, then you might start at the **Chartered Postgraduate Diploma** (see page 20 onwards). This is a challenging marketing qualification that demonstrates your specialist, professional knowledge across a range of areas. It's perfect if you're looking to manage and influence marketing strategy at the highest levels in your organisation.

We have to approve your intended entry level if CIM have not already done so. To do this, we will need to see evidence of your previous qualifications or, if you are applying on the basis of work experience, a CV. *You should include this information with your enrolment*; the sooner we see it, the sooner we can confirm your start point.

For help and advice

If you wish to discuss your starting point in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

The Chartered Institute of Marketing

The Chartered Institute of Marketing (CIM) is the largest, longest-established, international professional marketing body in the world.

It represents a global community of over 50,000 CIM members, defines the national marketing standards that operate in the UK, and champions best practice globally.

Its record in marketing education is unequalled, and CIM qualifications are recognised by all marketing professionals in the UK and in 80 other countries, with the CIM Postgraduate Diploma being widely accepted as a benchmark of competence and ability in the marketing field.

CIM provides the industry standard, developing the marketing profession, maintaining professional standards, and improving the skills of marketing practitioners.

If you haven't already registered with CIM, *you should do so now*. You need to be a studying member to follow the course and we cannot join CIM for you. CIM's information services, member magazine, and branch activities will be a big help in your studies, too, and improve your confidence in dealing with your job.

The CIM core skills

CIM's qualifications are built on key marketing activities that you study at each level; each level has its own perspective on each activity:

- Marketing Concept,
- Marketing Mix,
- Marketing Environment,
- Marketing Planning,
- Marketing Information and Research,
- Customers, Stakeholders and Buying,
- Marketing Communications,
- Service Delivery,
- Management and Leadership,
- Finance for Marketers,
- Project Management,
- Risk Assessment and Risk Management,
- Monitoring and Control,
- International.

CIM contact details

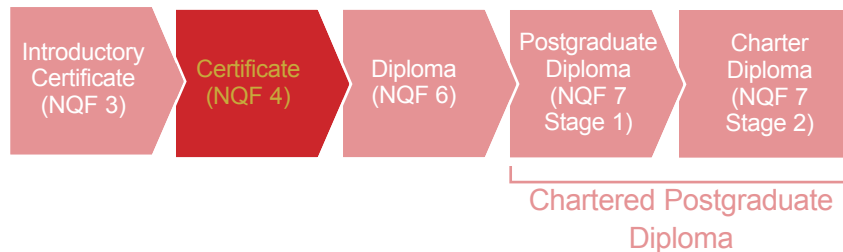
For further information on applying for CIM membership, qualifications, applications, fees, assessments, or membership benefits, please contact CIM Membership Services on +44 (0)1628 427 120 or email qualifications@cim.co.uk

You can also fax CIM on +44 (0) 1628 427 158.

Membership Services,
The Chartered Institute of Marketing,
Moor Hall, Cookham,
Maidenhead
SL6 9QH
www.cim.co.uk/joinonline
www.cim.co.uk/learningzone

You should obtain a *full* membership information pack from CIM as soon as you can; what we've given here is only a *summary*. CIM will provide more information if you contact them direct.

The Professional Certificate



NQF 4 is equivalent to the first year of a foundation degree, or the first year of a standard Bachelor's or Honours degree. It also encompasses NVQ Level 3.

For help and advice

If you wish to discuss the Certificate in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Is this you?

The Certificate is aimed both at people working in a supporting role in that part of the organisation responsible for marketing function, and at people with more senior roles where marketing is only part of what they do. You start at this level if, for example, you are a:

- marketing assistant,
- marketing co-ordinator, or
- marketing executive,

or if:

- your organisation (as, for example, an SME) does very little marketing itself, and you are responsible for it, or
- you want to change your career to marketing.

How the Certificate helps

The aim of the Certificate is to provide a **strong foundation of marketing knowledge**. This is relevant to you if you want to become a marketing professional, and if you want to back up your practical experience with theory and move on to jobs with greater responsibility and demands.

By the end of your studies you should, for example, be able to:

- understand the function and fundamentals of marketing in some depth – including how to write and execute a marketing plan,
- know the many different ways of understanding and communicating with customers, and the function these methods serve,
- understand your organisation's marketing environment, its many constituent parts, and how they work in unison, and
- apply your practical knowledge – including collecting and analysing data, and establishing marketing budgets.

Study programme

There are **four units**; a unit is a self-contained course of study which has its own syllabus and which leads to an assessment. You must pass **all four** to gain the Certificate.

They are best done in the order shown here with *Marketing Essentials* coming first, and *Stakeholder Marketing* last.

Transition **(2002 syllabus to the 2008 syllabus)**

This information pack shows CIM's new syllabus. If you are part way through the old, 2002 version of the Certificate, call us to discuss what would be best for you on 01242 241 279 or email registrar@cheltenhamlearning.co.uk

Marketing Essentials (Course 361)

This unit aims to provide a detailed explanation of the key theories and practice behind marketing and also how it creates value for customers in the short to medium term. It discusses the importance of the marketing planning process and the role of marketing across the organisation. It will prepare you to be able to:

- **explain** how marketing has evolved and the importance of market orientation in creating customer value,
- **assess** the importance of marketing, its cross-functional role and the contribution it makes to the organisation and society,
- **identify** and **explain** the stages in the marketing planning process,
- **assess** the key elements of the internal and external marketing environment that impact upon the organisation, its objectives and its activities, and
- **identify** and **describe** the characteristics and applications of each element of the marketing mix (the “7Ps”).

Assessing the Marketing Environment (Course 362)

This unit aims to provide an understanding of the nature and scope of the internal and external marketing “environments”, with a broad consideration of the impact of international and global marketing. It will prepare you to be able to:

- **explain** the nature and scope of the internal marketing environment, including the “resource perspective”,
- **distinguish** between the types of organisation within the public, private and voluntary sectors, and **understand** the different influences and challenges they face and how their goals differ as a result,
- **identify** and **explain** the different characteristics of the “micro environment” and **recognise** the sources of information required to gain a good understanding of it, together with its drivers and challenges,
- **assess** the importance of, and potential impact of, key trends in political, economic, social, technological and legal/ethical/regulatory influences on a market-oriented organisation, and
- **consider** the implications for an organisation pursuing both economic and environmental sustainability as part of its agenda for corporate social responsibility (“CSR”).

Marketing Information and Research (Course 363)

This unit focuses on the importance of marketing information in gaining a more in-depth understanding of both the market in which the organisation operates and the customers it seeks to serve. It will prepare you to be able to:

- **identify** appropriate information and marketing research requirements for marketing decision-making,
- **evaluate** the importance of customer databases and their contribution to providing detailed market information to support marketing decisions,
- **review** the processes involved in establishing an effective database,
- **explain** the nature and scope of the research industry and **discuss** the importance of working in line with the industry's code of conduct,
- **explain** the process for selecting a marketing research supplier, in domestic and international markets, developing the criteria to support the selection,
- **explain** the process for collecting marketing and customer information, using appropriate primary and secondary sources, and
- **appraise** the appropriateness of different qualitative and quantitative research methodologies to meet different research situations.

Stakeholder Marketing (Course 364)

This unit shows you how to recognise the nature and scope of an organisation's diverse range of stakeholders (of which customers are part), and their relative importance to the marketing process and the market-oriented organisation. It will prepare you to be able to:

- **assess** the relative importance of organisational stakeholders on the marketing function, and the impact they have on the organisation's marketing activities,
- **explain** the importance of "relationship marketing" in the context of the organisation's stakeholders in achieving stakeholder interest, involvement, commitment and loyalty,
- **explain** how the marketing mix can be effectively co-ordinated to support internal and external stakeholder relationships,
- **explain** how to co-ordinate the communications mix to communicate effectively with the organisation's stakeholders in line with budget and time requirements, and
- **evaluate** key methods for measuring the success of marketing mix and communications activities.

You need to have

To study the Certificate, you will need to have either:

- a minimum of two A levels,
- any general Bachelors or Masters degree,
- the CIM Introductory Certificate in Marketing (Level 2 or 3),
- an NVQ or SVQ Level 3 in Marketing,
- an NVQ or SVQ Level 4 in any other subject,
- an international baccalaureate,
- another appropriate qualification approved by CIM, or
- commercial experience in business and/or marketing so that you can successfully complete the Level 4 entry test.

General business and/or marketing experience in a support role would be helpful but is not essential. Note: qualifications over ten years old might not be considered.

If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

What to expect

The Certificate typically takes between **8 to 12 months to study**, but if you have a good idea of how much study time you'll have, check the diagram on page 31 for a closer estimate.

Assessment

Each unit has its own assessment; each assessment is different. *Marketing Essentials* has a three-hour exam, *Assessing the Marketing Environment* requires you to do specified preparation which you take into an exam, *Marketing Information and Research* has a marketing research project, and *Stakeholder Marketing* requires a research report. All the assessment is practical: based on either your own workplace or on real-world situations described to you in a “case study” brief.

There's more on assessment on pages 32 and 33.

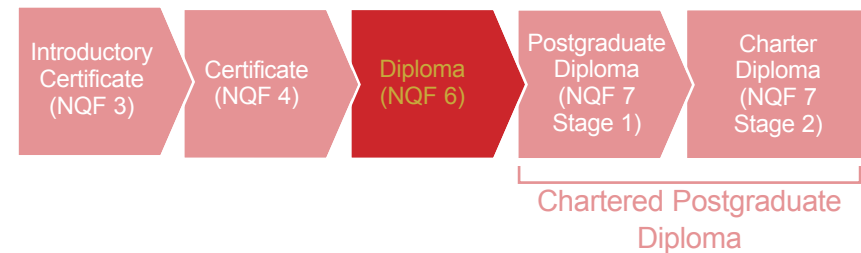
CIM fees

Our fees cover our course; you will have additional CIM fees. CIM charge a membership fee that you pay each year. This varies with where you are in the world. CIM also charges assessment fees. These can vary according to the type of assessment you are doing. CIM will inform you of their fees if you contact them; note that fees tend to change each summer.

Extra study

We run courses that, if you do your part, set you up for a safe pass. It is useful (in getting higher grades and showing professionalism, for example) if you reserve some time to keep up with developments in marketing and business. You can do that through newspapers, magazines, radio, TV, the Internet and the advice in your course materials. It will always help you if you look out for real-world examples of the things which you're studying.

The Professional Diploma



NQF 6 is equivalent to an Honours degree. It also encompasses NVQ Level 4. If you have good marketing-relevant qualifications you will be allowed to start at this level, but you must remember that CIM will assume that you are *completely* familiar with the topics taught at Certificate. If you're not, you will need to do some background study to get the most out of your course.

For help and advice

If you wish to discuss the Diploma in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Is this you?

The Diploma is intended for people who have already been working in marketing for some time and have earned some seniority, or who are entering work with a strong academic background in marketing.

You start at this level if, for example, you are a marketer with operational responsibilities and on a management career path; for example if you are a:

- departmental manager,
- product/ brand manager,
- marketing manager,
- account manager,
- marketing executive, and
- business development manager.

How the Diploma helps

The Diploma focuses on **career progression within the marketing function**: moving from roles where understanding is needed to ones where you will start to provide direction and momentum. It provides knowledge, skills and “ability to do” and is a hybrid of marketing practice and management skill, preparing you for tasks in, for example:

- people management,
- budget management (bidding for budget),
- team leadership and management,
- assessing risk,
- project management,
- resource co-ordination,
- delivering the value proposition and marketing success,
- managing marketing intelligence,

-
- problem solving,
 - implementing the strategic business/marketing plan,
 - measurement and control,
 - channel management,
 - leading on NPD and innovation,
 - communications – internal and external,
 - agency management and account handling.

Transition **(2003 syllabus to the 2009 syllabus)**

This information pack shows CIM's new syllabus. If you are part way through the old, 2003 version of the Diploma, call us to discuss what would be best for you on 01242 241 279 or email registrar@cheltenhamlearning.co.uk

Study programme

There are **four units**; a unit is a self-contained course of study which has its own syllabus and which leads to an assessment. You must pass **all four** to gain the Diploma.

They are best done in the order shown here, though we will advise you to start with the unit that is closest to your strengths. It is **always** best to do ***Project Management in Marketing*** last, however.

The Marketing Planning Process (Course 371)

This unit provides a detailed understanding of marketing plans, the planning process and its links with the delivery of marketing strategy. It considers the nature of the marketing environment and its impact on developing marketing plans to achieve strategic outcomes and competitive advantage in the market place. It also considers segmentation, targeting and positioning with a view to developing sophisticated approaches to targeting customers and the development of effective positioning strategies, based on an assessment of market segment opportunities and value. It will prepare you to be able to:

- **apply** the marketing planning process to a variety of organisational contexts and sectors,
- **relate** the challenges posed by a changing marketing environment to the planning needs of different organisations and **devise** positioning strategies in response,

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- **evaluate** the role of the planning process and marketing plan implementation in a range of contexts, including the organisation's strategy, culture and broader marketing environment,
 - **evaluate** the interconnectivity between corporate, business and marketing objectives and **consider** the impact of the external environment and organisational resources on their development and achievement,
 - **conduct** a marketing audit, including a detailed analysis of internal and external marketing environments,
 - **assess** the findings of the audit and **develop** an strategy-appropriate marketing plan that is responsive to change,
 - **critically assess** segmentation, targeting and positioning, their interaction, and **develop** effective strategies for them,
 - **use** a range of positioning platforms (including price, quality, service and brand perception) to establish an organisation's marketing positioning strategy,
 - be sympathetic to retaining existing customers when **developing** new strategies and plans.

Delivering Customer Value Through Marketing (Course 372)

The unit focuses on the development and execution of marketing activities designed to achieve customer satisfaction **and** meet organisational objectives, through marketing mix strategies which also deliver stakeholder value. It includes development of the product portfolio, managing marketing channels, managing the communications mix, and managing the service expectations of customers. It will prepare you to be able to:

- **apply** the marketing mix and **determine** strategies that deliver highly effective and competitive marketing activities that meet customer needs and organisational objectives, in different organisational contexts and sectors,
- be **aware** of both domestic and international contexts for these activities,
- **develop** and **manage** a brand and product portfolio in the context of the organisation's marketing strategies and objectives,
- **develop** and **implement** an effective and efficient channel management strategy which reflects the needs of stakeholders and considers the impact of the external environment,
- **develop** an effective and innovative communications strategy and plan which clearly delivers the organisation's proposition to the market, through effective segmentation and targeting of internal and external markets,

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- **use** an innovative and effective integrated marketing mix to reinforce the organisation's brand values and overall marketing proposition and competitive advantage,
 - **determine** customer requirements for product and service delivery to ensure the marketing proposition is customer-focused, efficient and effective.

Managing Marketing (Course 373)

This unit focuses on developing a managerial skillset, including the knowledge and understanding required to develop and manage the marketing infrastructure and the organisation's talent development, capability and capacity. This includes developing effective quality systems and processes to support compliance and approaches to measuring and monitoring marketing activities. It also includes developing and managing marketing teams, co-ordinating the human, financial and physical resources within the team effectively. An important aspect of the unit is a detailed understanding of managing the financial side of the marketing function (and its associated activities) in order to ensure that the financial performance of the function is consistent, reliable and effective. The unit will prepare you to be able to:

- **recommend** how a marketing function should be structured to deliver competitive advantage, marketing and organisational success,

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- **assess** a range of approaches that can be used to manage the marketing function on a day-to-day basis,
 - **prepare** plans for showing how a team should be structured, selected, formed, managed and developed to demonstrate effective performance against objectives,
 - **critically assess** the organisation's resource needs and capabilities for the marketing team and **manage** its marketing activities effectively and efficiently,
 - **prepare** appropriate budgets and accounting documentation to support the financial management of the marketing function and associated activities,
 - **critically assess** the ongoing financial situation including manageability of the budget, financial stability and success of the marketing function.

Project Management in Marketing (Course 374)

This unit focuses on the proactive development and delivery of a justified management process to support the initiation, implementation and control of marketing projects, including the use of research and information and preparing proposals and briefs to identify needs comprehensively. It includes evaluating marketing project proposals and prioritising them on the basis of fit with market conditions, organisational capacity, competitor activity and strategic management, while concurrently managing the associated risk of implementing particular plans. It also covers the implementation of

marketing proposals, including an in-depth view of project management, but also integrating knowledge from the other units at this level. This unit will prepare you to be able to:

- **identify** the organisation's information needs, scope of research projects and resource capability to underpin the development of a business case to support marketing projects,
- **develop** an effective business case, complete with justifications, financial assessments and consideration of the organisation's resource capacity and capability to deliver,
- **undertake** a risk assessment programme with suggestions on how to mitigate for risks facing the organisation and the achievement of its business and marketing objectives,
- **design, develop and plan** significant marketing programmes, using project management tools and techniques, designed to deliver marketing projects effectively, in terms of quality, resource and delivery,
- **integrate** a range of marketing tools and techniques to support the development and implementation of a range of marketing projects,
- **monitor and measure** the effectiveness and outcomes of marketing projects through the end-to-end project process.

You need to have

The Diploma is similar in level to an Honours degree, which means you will need to meet at least one of these criteria to study it:

- the CIM Professional Certificate in Marketing (either the 2002 syllabus or the 2008 syllabus).
- an appropriate business or marketing Bachelors or Masters Degree (or an equivalent qualification) from a provider that's formally recognised by the appropriate official body and by CIM where a minimum of one third of the credits come from marketing (i.e. 120 credits in Bachelors degrees or 60 credits with Masters Degrees).
- experience in a marketing management role that has provided you with the ability to evidence that you can meet the learning outcomes of the CIM Professional Certificate in Marketing if required to do so and is sufficient to pass the entry test to Level 6.

Note: qualifications over ten years old might not be considered.

If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

What to expect

The Diploma typically takes **between 9 to 14 months** to study, but if you have a good idea of how much study time you'll have, check the diagram on page 31 for a closer estimate.

Assessment

Each unit has its own assessment; each assessment is different. *The Marketing Planning Process* has a work-based assignment involving the preparation of a marketing plan; *Delivering Customer Value Through Marketing* has a three-hour exam based on pre-seen case material; *Managing Marketing* has a work-based assignment; *Project Management in Marketing* has a work-based project requiring an in-depth study of a specific and focused area of business activity.

There's more on assessment on pages 32 and 33.

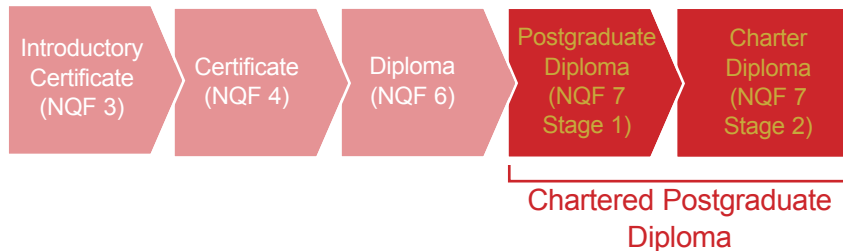
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Extra study

We run courses that, if you do your part, set you up for a safe pass. It is recommended (in getting higher grades) and a stated CIM expectation (to show professionalism, for example) that you regularly spend some time keeping up with developments in marketing and business. You can do this through newspapers, magazines, radio, TV, the Internet and the advice in your course materials. It will always help you if you look out for real-world examples of the things which you're studying.

The Chartered Postgraduate Diploma



NQF 7 is the level at which you would find a Masters degree, for example. It also encompasses NVQ Level 5. Note that even more so than at the Diploma, you will be assumed to be comfortable with *everything* that has been taught at the lower levels of the CIM scheme.

For help and advice

If you wish to discuss the Postgraduate Diploma in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Achieving Chartered Marketer status

When you have passed Stage 1 you will be able to, *with appropriate additional work experience*, upgrade your membership of CIM to **Full Member** status (MCIM).

When you have passed Stage 2, you should be eligible to upgrade your member status to **Chartered Marketer** provided you have gained the relevant experience.

Undertaking either Stage will provide you with CPD hours. To achieve Chartered status, you need to register on the Chartered CPD Programme and log two consecutive years of Continuing Professional Development (CPD).

CPD points can be gained from marketing experience and from updating your knowledge in a variety of ways, including studying for CIM qualifications. You should register on the CPD programme so that a record of your achievements can be made and appropriate status awarded when sufficient experience and CPD points have been gained.

For more information visit www.cim.co.uk/charteredcpd

Is this you?

The Chartered Postgraduate Diploma is a challenging marketing qualification that lets you demonstrate the specialist, professional knowledge you've gained through years of experience.

It is intended for people who are ready to focus on the strategic aspects of marketing management at the highest levels. You will be older, with "real world" experience as a middle or senior manager working in marketing as, for example, a marketing manager, business development manager, strategic marketing or brand manager. You will have significant marketing qualifications and are ready for:

- strategic/senior management roles,
- director roles,
- roles that report to and influence board decisions,
- cross-functional roles that have a business impact.

How the Chartered Postgraduate Diploma helps

The Chartered Postgraduate Diploma is designed to enable you to **make the transition into strategic management**, working more cross-functionally and at a more senior management level, where you will be expected to make a significant contribution towards the organisation's corporate and business strategy, contribute to board decisions, and demonstrate a high level of leadership and influence. This is expressed, for example, in:

- strategic responsibility for marketing decisions,
- creating broad organisational impact,
- developing vision and long-term direction,
- guiding corporate decisions,
- managing growth, transition and transformation,
- competitive positioning,
- leading and influencing,
- cultural design,
- managing headcount and human capital,
- internal networking,

-
- coaching/mentoring – being the catalyst for unlocking human potential,
 - managing corporate resources effectively,
 - business strategy development,
 - budget planning,
 - strategic IMC.

Transition **(2004 syllabus to the 2009 syllabus)**

This information pack shows CIM's new syllabus. If you are part way through the old, 2004 version of the (Chartered) Postgraduate Diploma, call us to discuss what would be best for you on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Stage 1: Postgraduate Diploma in Marketing

Stage 1 of the Chartered Postgraduate Diploma aims to provide the knowledge, skills and knowhow for senior marketing managers, giving them an insight into defining the organisation's strategic focus, and developing marketing strategies and the corporate communications plan.

There are **four units**; a unit is a self-contained course of study which has its own syllabus and which leads to an assessment. You must pass **all four** to earn the Postgraduate Diploma.

CIM recommend that the units are studied in the order shown here. This is often not practical for students studying over a longer time period, as many students do, so we recommend to start with ***Analysis and Decision***, and to make sure that ***Emerging Themes*** has been studied before the final unit, ***Managing Corporate Reputation***.

Emerging Themes (Course 381)

This unit enables you to *critically evaluate* the impact of a range of new and emerging themes on marketing, business organisations and the changing marketing environment. It also helps you build and refine the skills necessary to *anticipate* and *adapt to* future changes.

You are expected to take a *strategic perspective* of the impact of these themes at a sectoral or industry level, as well as upon the organisation you work for, or another one you know well.

CIM will highlight the most influential developments in which they view the themes to be at work. These developments will be reviewed and revised from year to year. Potential developments of interest include: political devolution, network governance, credit crunch, changing demographics, migration, health and obesity, emerging technologies and their impact on business, social networking, 3D printing, climate change, societal/social and green marketing, digital marketing, customer power, ethical consumption, collaboration and competition between organisations, business sustainability and the triple bottom line, intelligence gathering, creative and flexible thinking.

Analysis and Decision (Course 382)

This unit comprises: strategic audit; strategic options; making strategic marketing decisions. Its overall purpose is to prepare you to formulate and implement context-appropriate strategy. To achieve this, you will learn to:

- *undertake* a sophisticated strategic audit that helps *prioritise* the key issues, opportunities and risks facing an organisation in meeting its future objectives (performing a clear and detailed assessment of an organisation and its performance, and the issues and challenges it faces in creating and delivering best value).
- *use* your strategic audit to *generate* strategic options and *critically evaluate* those options in respect of the key issues faced by the organisation.
- *recommend* an option based on, and *justified* by, a *critical evaluation* of its suitability in the specific situation.

This process will necessitate mastering the skills of analysis and argument, including: qualitative and quantitative analysis; justifying decisions; providing reasoned arguments for recommendations; applying financial and risk models to support assessments; demonstrating an understanding of how decisions will support the achievement of the organisation's vision, mission and strategic business and marketing objectives.

Marketing Leadership and Planning (Course 383)

This unit enables you to *develop* effective high-level strategic marketing strategies relating to an organisation's corporate and business strategic intent in the short, medium and long terms. You should be able to *analyse* the corporate strategy, *determine* a range of high-level marketing and relationship strategies, and *demonstrate* how these strategies will deliver an organisation's desire for growth and expansion, its changing stance on CSR, ethics and key strategic decisions.

The focus is on *developing* and *delivering* strategic marketing plans to support the delivery of an entire organisation's value proposition. To achieve effective, innovative and creative plans, you must *recognise* the need for sophisticated change management programmes, designed to enable an organisation to be increasingly flexible and responsive in meeting the changing requirements of the marketplace, balanced against the requirements of corporate strategy. You must *consider* the reasons for change and the types of change management plans that should be put in place.

This unit provides a detailed understanding of the major issues in developing a relevant, agile and flexible market-oriented organisation, which can respond to a dynamic and changeable market environment. This includes a detailed understanding of the issues concerning the degree of influential leadership required to execute such change within an organisation, both from the top down and from the bottom up. This will require a thorough understanding of the resources required to implement change within an

organisation and to establish the level of competence and capability required to deliver an organisation's value proposition to its key stakeholders and markets.

Managing Corporate Reputation (Course 384)

The strength and character of a place, entity or organisation's reputation represents the way in which a complex range of stakeholders perceive it. This is not necessarily the way it intends to be seen. This gap can be due to a range of forces, some slow, foreseeable and manageable, and some sudden, unforeseen and relatively unmanageable. All can result in underperformance, destabilisation, financial difficulties, leadership change, a fall in market valuation, and even difficulty in raising finance or recruiting the right personnel.

This unit explores ways in which organisations (and others) can minimise the gap and avoid these potentially serious issues. It focuses on learning to manage in the following ways:

- *critically evaluate* the way organisations develop their identities, and some use these to form images and assign reputational status,
- *critically analyse* the elements that contribute to the identity that an organisation projects to its stakeholders, sometimes through a corporate brand,
- *critically evaluate* linkage between how an organisation wants to be seen and how it is seen, namely corporate communications.

You need to have

The Postgraduate Diploma is similar in level to a Masters degree, which means you will need to meet at least one of these criteria to study it:

- the CIM Professional Diploma in Marketing (either the 2003 syllabus or the 2009 syllabus) or the CIM Advanced Certificate in Marketing (which preceded it),
- an appropriate business or marketing Bachelors or Masters degree (or an equivalent qualification) where a minimum of half of the credits come from marketing (i.e. 180 credits in Bachelor degrees and 90 credits in Masters degrees) from a provider that's formally recognised by the appropriate official body and by CIM,

as well as:

- a range of experience working at senior marketing management level that has provided you with the ability to evidence that you can meet the learning outcomes of the CIM Professional Diploma in Marketing if required to do so and is sufficient to pass the entry test to Level 7.

Note: qualifications over ten years old might not be considered.

If English is not your first language, you will also need to provide evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

What to expect

The Postgraduate Diploma typically takes **between 10 to 16 months** to study, but if you have a good idea of how much study time you'll have, check the diagram on page 31 for a closer estimate.

Assessment

Each unit has its own assessment; each assessment is different. The assessment at this level is complex, reflecting more closely high-level real world tasks:

- **Emerging Themes** – you survey the journalistic media for a sector of your choice and then write an article for it focusing on relevant emerging, contemporary issues.
- **Analysis and Decision** – you receive a lengthy case study for analysis and later answer relevant, substantial questions in a conventional three hour exam.
- **Marketing Leadership and Planning** – this is a work-based project looking at a range of strategic organisational challenges in a workplace setting, and requiring you to demonstrate strong and relevant leadership in their resolution.

-
- **Managing Corporate Reputation** – this is a work-related assignment examining different aspects of corporate reputation in the context of your organisation or one you know well. Different answer formats will be set in each assessment: report, article, case study, white paper and so on.

There's more on assessment on pages 32 and 33.

CIM fees

Our fees cover our course; you will have additional CIM fees. CIM charge a membership fee that you pay each year. This varies with where you are in the world. CIM also charges assessment fees. These can vary according to the type of assessment you are doing. CIM will inform you of their fees if you contact them; note that fees tend to change each summer.

Extra study

We run courses that, *if you do your part*, set you up for a safe pass. The Postgraduate Diploma is a Masters level qualification: doing your part will involve some self-directed and inspired reading and research.

We will cover all of the explicit knowledge outcomes of the CIM syllabus, but the assessment CIM uses means that you will need to research your own organisation thoroughly and follow your own topic interests.

Your tutors will support you in this in the context of the individual units, but they will rely on your attitude and enthusiasm to give them the opportunities to help you.

We will also expect a lot of general background reading so you can keep up with developments in marketing and business. You can do that through newspapers, magazines, radio, TV, the Internet and the advice in your course materials, but for the highest marks you will need to include some books written by the top thinkers and technical journals as well. At this level you must constantly show an awareness of the marketing aspects of relevant current affairs.

Stage 2: Charter Diploma in Marketing

Stage 2 of the Chartered Postgraduate Diploma is a multi-part unit with the overall title of *Leading Marketing*. It is framed as a substantial work-based dissertation project.

The aim is for you to develop a key area of interest to you at the same time as developing the skills and knowledge required to design, develop, implement and evaluate a business project. You will also develop areas of professional competence in the process:

- take one of the key *Emerging Themes* identified in Stage 1 and apply it to a major business project within your organisation or business sector. There is an expectation that you understand the latest issues and thinking in marketing.
- identify the skills and knowledge required to implement the business project successfully and assess your personal competence in these areas.
- evaluate the success of the business project in the light of current knowledge on the topic.
- evaluate your role within the project in terms of skills and behaviours, and identify your future CPD needs.

You are encouraged to develop personal effectiveness through critical self-awareness and self-reflection, hopefully moving into a new mode of learning, with a heavy reliance on self-managed learning, where we act as your college *mentor* rather than teach.

Leading Marketing Part 1: Defining the Project (Course 391)

This Part prepares you to lead the design, implementation and evaluation of a strategic business project within your own organisation or business sector. Your project will make a significant contribution to your employer or business sector.

You will explore an emerging marketing theme and evaluate its impact on current marketing practice. You are expected to provide a project proposal in which you have critically evaluated current published work on the emerging marketing theme and identified the key issues and opportunities facing the organisation or business sector.

In undertaking your literature review, you should also be able to critically evaluate the skills, behaviours and knowledge required to lead a successful project and to critically assess your personal competence in those areas.

By the end of Part 1, you should be able to:

- **demonstrate a critical awareness** of current and emerging issues in marketing that is informed by leading edge research and practice in the field,
- **propose** a strategic response to an emerging marketing theme that **considers** the impact on marketing and its interaction with other parts of the organisation,
- **critically evaluate** the skills, behaviours and attitudes required to lead strategic marketing projects.

Leading Marketing Part 2: Project Implementation and Assessment (Course 392)

This Part prepares you to design, implement and assess your strategic business project. You will apply appropriate research methods to identify and explain the procedures and processes that will be used to design and implement the strategic business project and to assess the success of the project.

It is anticipated that you will identify the need for primary research, however, secondary research may be acceptable if the project is suitable for this approach. You will be expected to define success in order to explore methods of measuring success.

Following implementation, you will use the procedures identified within your research methods to assess project success against key performance indicators. You will also be expected to make recommendations to improve the implementation of future business projects.

By the end of Part 2, you should be able to:

- **critically assess** published research to determine methods of designing, implementing, measuring and monitoring the success of a project and marketing performance,
- **design** and **conduct** research into marketing and business issues using a range of business data, research sources and appropriate research methods,
- **demonstrate the relationship** between theory and professional practice through the **application** of a range of appropriate assessment tools and techniques to measure project success,
- **critically evaluate** project success and **recommend** appropriate actions to improve the implementation of future business projects or to revise approaches to practice.

Leading Marketing Part 3: Self Review and CPD (Course 393)

This Part prepares you to critically assess your role in leading and implementing the business project using the procedures and processes identified within your research methods.

You are expected to assess the skills, knowledge and competences you used throughout project implementation. You will be expected to identify areas where you have developed during the project, areas where you consider you have some expertise and areas for future development. You will then produce a plan for your Continuing Personal Development.

By the end of Part 3, you should be able to:

- **critically assess** personal performance and **provide** a range of evidence that demonstrates that you can take responsibility for your own personal and professional development,
- **develop** your ability to operate effectively in a strategic marketing role through continuing professional development.

You need to have

This is Stage 2 of the Chartered Postgraduate Diploma therefore you **must** possess Stage 1 – the Postgraduate Diploma (or its equivalent).

In addition, you **must**:

- have a range of experience working at senior marketing management level that has provided you with the ability to evidence competence in managing marketing resources and contributing to business decisions from a marketing perspective,

and

- be in a position (preferably working) to plan, agree and implement a work-based project that is relevant to your business context.

What to expect

The Charter Diploma is difficult to predict as it is entirely based on your self-directed research, but in terms of quality of work, we would expect at least 200 hours of study over **at least 10 months** for a well-composed research report.

Assessment

There is *one single assessment* covering the entire unit. You will produce a *16,000 word report* in three stages, each stage corresponding to one of the Parts outlined earlier:

- Part 1 – project proposal, literature review, some self-evaluation of your skills to carry out such a project.
- Part 2 – design, implement, assess a strategic business project.
- Part 3 – performance review of your involvement with the project – not just academic achievement but also behavioural improvement throughout the project management process, leading to a professional development plan.

Although each Part is marked, only one grade is awarded, on completion of the *entire* project.

There's more on assessment on pages 32 and 33.

CIM fees

Our fees cover our course; you will have additional CIM fees. CIM charge a membership fee that you pay each year. This varies with where you are in the world. CIM also charges assessment fees. These can vary according to the type of assessment you are doing. CIM will inform you of their fees if you contact them; note that fees tend to change each summer.

Extra study

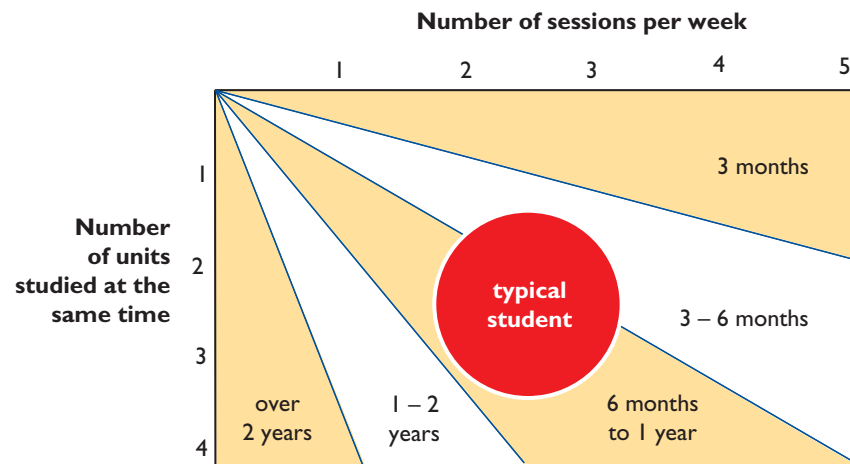
In a sense the Charter Diploma is *entirely* about your research, writing and the assessment, though we do provide resources to guide you through the process.

Finding the time

We don't tell you how to spend your time, so no two students spend their time in the exact same way. Each student finds out and applies the time that they have to go at the speed that is best for them.

A lot will depend on your *personal strengths* and weaknesses. Depending on the courses you've done in the past, the experience that you have, and the research and reading you decide to do, you may find that one unit goes quickly whilst another one takes twice as long.

This is a *very* rough guide; many students can work more quickly, and many have to take longer:



A “**session**” on the diagram is about 2½ hours’ work; what you might expect to do in an evening. You should aim to work for at least a session a week; it’s difficult to manage more than four. Units will also take more work as you go up in level.

You should also take holidays during your study the same way that you take holidays from work but, just like work, *remember* that you need to put the hours in nine weeks out of every ten to be successful.

For help and advice
If you wish to discuss how long your studies might take in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

CIM membership and assessment

You do not have to be a member of CIM to begin your studies with us, but we recommend you become one *as soon as possible* after starting. CIM will want us to approve your CIM entry level before you apply to them, so it is easiest if you enrol with us and then join CIM straight after.

Once you are a member of CIM, you should join your local **branch**. It will give you an opportunity to meet other marketing professionals and discuss marketing issues.

For help and advice

If you wish to discuss assessments in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Registering for assessment

Assessment takes place twice a year, in June and December. It is moving to a four assessment dates per year system at the moment, with additional dates in September and March.

For the academic year 2009 to 2010 *only the Certificate* is available on all four dates.

You must be registered as a CIM member to take CIM assessments. There is a charge for each assessment that you take. *You will make your own assessment registration through CIM*. We cannot do it for you.

Registration is done using a CIM form or through CIM's website, and you can register *only on to the next session of assessment*; you cannot, for example, register for the December 2011 exam in May 2010.

CIM provide a **deadline** for registration; they do not accept late entries.

Generally, if you wish to take a **March** (Spring) assessment, you will need to have registered it with CIM by early December; **June** (Summer) by early April; **September** (Autumn) by mid July; **December** (Winter) by early October.

CIM will give you the exact dates; postal and online registration deadlines are different.

For assignment/project-style assessments, **we** need an extra couple of months' notice above that. We need to plan for your first draft marking.

More on exams

Exams are traditional, written, and three hours long. They take place at a CIM exam centre; CIM will allocate you to the closest available exam centre *based on the information you give them on your assessment registration form*.

CIM will contact you to confirm your exam venue about four weeks before the exams begin.

Important: If you are a UK student, *CIM make an extra charge for arranging your exam* as you will be an “external candidate”. You do not, however, have to pay this fee if you remember to nominate us as your study centre on your assessment registration form; the arrangement fee is covered as part of our centre accreditation and you will pay the standard exam fee.

Use of languages

All CIM assessment is in (British) English.

Special consideration during CIM assessment

If you require special needs arrangements, make sure you include them on your assessment registration form, supported by medical evidence where appropriate. Contact CIM for further guidance.

August 2009

CIM Update

**Start-date schedule
for all new units,
from Autumn 2009**

These are our provisional study start dates for the *new* CIM units launching in the academic year 2009 to 2010 (i.e. from Autumn 2009 onwards).

Please contact us for the latest information as the launch dates approach.

Introductory Certificate in Marketing (Level 3)

	Starts in
(351) What is Marketing	January 2010
(352) Understanding Customer Relationships	March 2010

Professional Diploma in Marketing (Level 6)

	Starts in
(371) Marketing Planning Process	October 2009
(372) Delivering Customer Value Through Marketing	November 2009
(373) Managing Marketing	Available Now
(374) Project Management for Marketing	December 2009

Chartered Postgraduate Diploma in Marketing (Level 7)

Starts in	
Stage 1 (Postgraduate Diploma)	
(381) Emerging Themes	November 2009
(382) Analysis and Decision	September 2009
(383) Marketing Leadership & Planning	October 2009
(384) Managing Corporate Reputation	December 2009
Starts in	
Stage 2 (Charter Diploma) – “Leading Marketing”	
(391) Defining the Project	December 2009
(392) Project Implementation and Assessment	February 2010
(393) Self-Review and CPD	April 2010

If you started but haven't completed the old syllabus – Transition

These units will overlap with the 2003 to 2004 syllabus ones: the older units have their last assessments in June 2010. **We will continue to teach students who are trying to complete their 2003/04 syllabus studies.** If you start a fresh unit with us now, but are not be able to take assessment by June, we will transfer you to the new one.

For help and advice

We're happy to discuss any issues relating to start dates and the syllabus changeover. If you wish to discuss anything in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

CIM Course Fees

This fees list is current until **November 2009**. Our fees **include** VAT (only UK and EU students have to pay VAT), our admin costs, tuition and course material for **two** years, courier, post and packing. They do *not* include CIM membership or assessment fees. Please see [About our College](#) and the enrolment form for the different ways in which you can pay.

CIM external candidate fee (UK students)

CIM make an extra charge for arranging your exam as you will be an “external candidate”. You do **not**, however, have to pay this fee **if** you remember to nominate us as your study centre on your assessment registration form; the arrangement fee is covered as part of our study accreditation and you will pay the standard exam fee.

Course fees

You can take as many or as few units as you like. You will get a **15 per cent discount** if you choose to register for *all* of the units at your level *at the same time*.

	UK fees	EU fees	All other students
Certificate			
Per unit	£265	£280	£280
Entire level	£900 (save £160)	£950 (save £170)	£950 (save £170)
Diploma			
Per unit	£280	£295	£290
Entire level	£950 (save £170)	£1000 (save £180)	£985 (save £175)
Postgraduate Diploma			
Per unit	£295	£315	£300
Entire level	£1000 (save £180)	£1070 (save £190)	£1020 (save £180)
Charter Diploma			
Per unit	£310	£330	£310
Entire level	£790 (save £140)	£840 (save £150)	£790 (save £140)

Course material pdfs

We can also provide a copy of your course materials as a **read-only pdf file** on a CD. This option costs £10 per unit; the CD is couriered with the hard copy versions of your course materials.

Paying by instalments

If you choose to pay your course fees in instalments, you will need to *add* an administration and postage charge of **£12 per unit**. You may pay over a maximum of **six** equal instalments, please see *About our College* for more details.

For help and advice

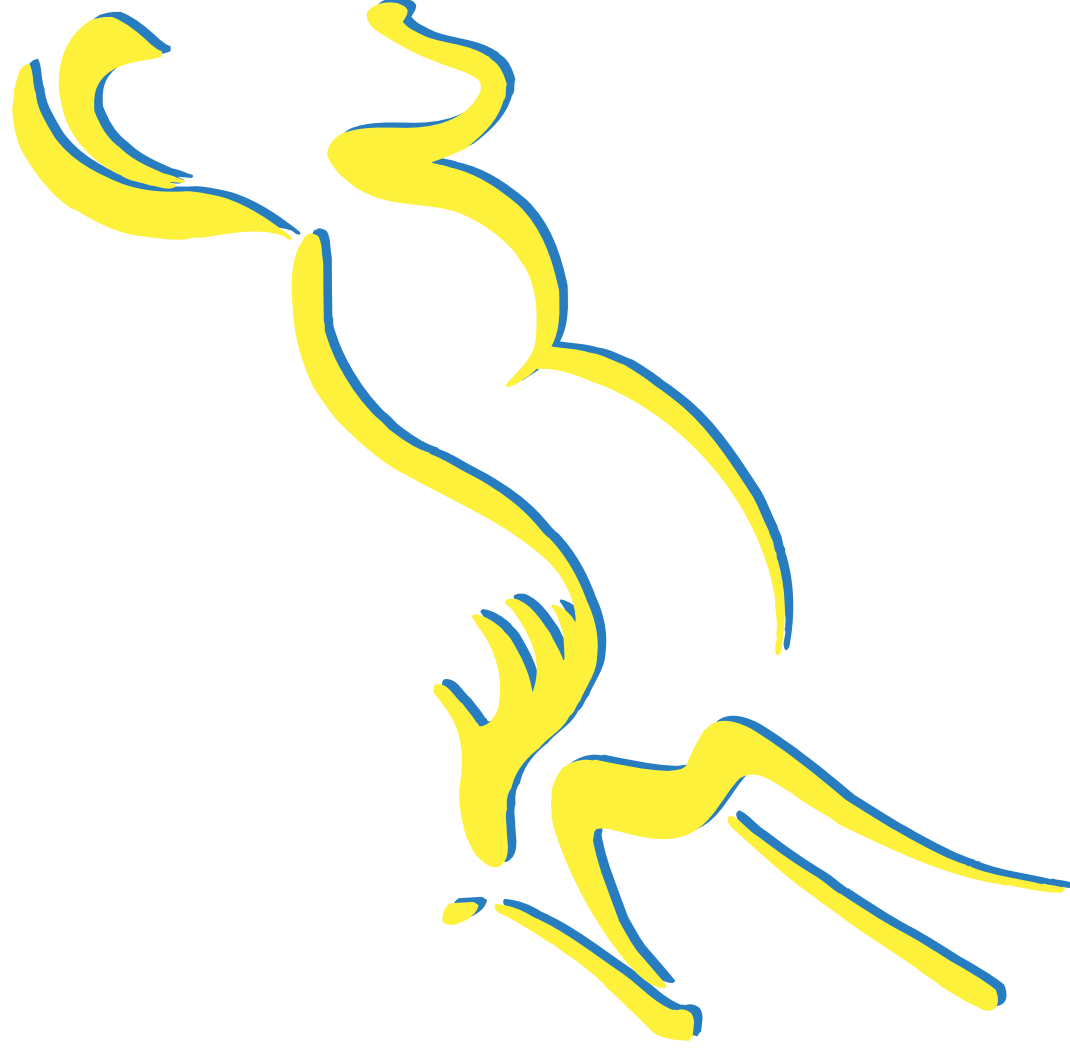
If you wish to discuss anything in more depth, please call us on **01242 241 279** or email **registrar@cheltenhamlearning.co.uk**

Cheltenham Enrolment Form for CIM study

Thank you for choosing to study with Cheltenham Tutorial College.

This is your **enrolment form** – the document that we will use, for example, in checking your CIM entry level, despatching your study materials to you, choosing your tutor, making sure coursework returns to you quickly, and in contacting you should any part of your course change. **It is our form** and not the Institute's: you will need to fill out *different* forms for your CIM membership and assessment registration.

Please fill out as much of the form as you can, and in **BLOCK CAPITALS**. We are registered under the Data Protection Act 1998.



Full/Part Payment	Enrolment Date	Student Number
Receipt Number	Despatch Date	Invoice Number

Section 1 – contact information

Title (Dr, Mr, Ms, other) _____ Family name _____

Other names _____

Male / Female (delete as appropriate)

Have you studied with us before? Yes No

If you have, please write your **most recent** Cheltenham student number here _____

Delivery details

Someone will need to sign for your study materials when they are delivered.

Address _____

_____ Postcode _____

Daytime telephone _____ Fax _____

Mobile _____ email _____

Contact details

If you want us to use a different address for contacting you, in returning coursework for example, please give it here.

Address _____

_____ Postcode _____

Daytime telephone _____ Fax _____

Mobile _____ email _____

We use email to contact you with course information.

Please tick here if you **do not want to receive email updates.**

Section 2 – your profile

Please tell us about yourself.

What are the highest level qualifications that you already possess?

How many years' work experience do you have? _____

How much of that time has been spent working in **marketing**? _____

Please tell us about your current or most recent occupation.

Job title _____

Organisation _____

How long have you been in your current role? _____

Briefly describe your work _____

Please tick here if you have attached your CV instead.

Please tell us about any things (family, work or personal) which **may** affect your study with us.

How did you hear about Cheltenham Tutorial College?

Please tick **all** the boxes that apply:

- | | | | |
|--------------------------|---------------------------|--------------------------|--------------------------------------------|
| <input type="checkbox"/> | through CIM | <input type="checkbox"/> | we sent you a mailshot |
| <input type="checkbox"/> | through a colleague | <input type="checkbox"/> | through your employer |
| <input type="checkbox"/> | by searching the Internet | <input type="checkbox"/> | through another online information service |
| <input type="checkbox"/> | in a subscription email | <input type="checkbox"/> | through our advertising |

If you saw our advertising, please tell us where you remember seeing our adverts

Section 4 – payment details

Please tick the boxes that apply to you and fill in any appropriate details. If your course fees are being paid from **more than one source**, please indicate how much of your fees are being paid by which method.

- I want you to **invoice my organisation**. Please attach a purchase order or official letter accepting responsibility for your fees.
- I am paying in full, by **company cheque** or **personal cheque**. Please make your cheque payable to "Cheltenham Tutorial College".
- I am paying in full, with a company or personal **credit or debit card**.

Please charge the following credit/debit card with the full fee
(fill out details as appropriate)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

No.

--	--	--	--	--	--	--	--	--	--

Valid from date

--	--	--	--	--	--

 Expiry date

--	--	--	--	--	--

Security No.

--	--	--	--	--	--	--	--	--	--

 Issue No.

--	--	--	--	--	--

Name on card _____

Cardholder's address _____

Cardholder's signature _____

Date _____

- I would like to pay in **instalments** and have filled out the Banker's Order. I enclose my first payment of £ _____, and agree to pay the balance in _____ monthly instalments of £ _____
- If you would prefer to make your **instalment** payments **by credit or**

Section 5 – please sign and return

Please make sure you have included any necessary documents and payments before sending this form to us.

Do you want us to **acknowledge receipt** of your form? Yes No

The information I have submitted in support of my enrolment is correct to the best of my knowledge; I agree to the conditions of enrolment contained in this information pack, and to pay my fees as shown on this form.

Signed _____

Date _____

If you are under 18, a parent or guardian must sign this statement, too.

Signed _____

Print name _____

Date _____

Please either post, scan/email or fax this form to:

**The Registrar
Cheltenham Tutorial College
292 High St
Cheltenham
GL50 3HQ**

Tel. +44 (0) 1242 241 279

Fax +44 (0) 1242 234 256

email info@cheltenhamlearning.co.uk

If you live in the UK you can use our FREEPOST address, pre-printed envelope or address label.

Banker's Standing Order Form

Please complete all of the boxes to instruct your Bank to make payments directly from your account.
Return this form to the College with your Enrolment Form.

1. To the Manager

_____ Bank
Address _____
_____ Postcode _____

6. Signature

7. Your instructions to your Bank

I hereby request and authorise you to pay:

Bank of Scotland (12-12-82), Bristol Business Centre,
PO Box 208, 21 Prince Street, Bristol, England BS99 7JG
for the credit of Cheltenham Tutorial College
(A/C 00794555) quoting College number

(to be filled in by the College)

On the _____ of each month

commencing _____ 200

in _____ instalments of: _____



(Student: Enter your monthly instalments here.)

The final payment under
this order is to be made on: _____

2. Name of Account holder _____

3. Account number _____

4. Sort code (see top right hand corner of your cheque) _____

5. _____

6. _____

7. _____

8. _____ Postcode _____

Cut along dotted line ✂



Learn to be better

No stamp
needed if
posted
in UK

FREEPOST RRBY-KZSE-ATZE

The Registrar
Cheltenham Tutorial College
292 High Street
Cheltenham
GL50 3HQ