

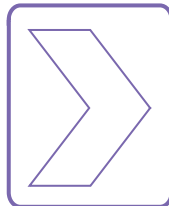
Diploma in Managing Digital Media

Syllabus and reading list
2010 - 2011



Contents

- 2 Syllabus Unit 1** Integrating Digital Media and Branding
- 3** Integrating Digital Media and Branding reading list
- 4 Syllabus Unit 2** Implementing Digital Campaigns
- 6** Implementing Digital Campaigns reading list
- 8 Syllabus Unit 3** Advertising
- 10** Advertising reading list
- 14 Syllabus Unit 4** Public Relations
- 17** Public Relations reading list
- 18** Online resources for Digital Marketing
- 19** Qualification structure
- 20** CIM Direct book order form
- 21** Contact us



Syllabus Unit 1

Integrating Digital Media and Branding

Aims and objectives

This unit aims to provide you with a good understanding of the fragmented nature of media management. It will equip them with the skills and knowledge that are necessary in evaluating and integrating brand propositions both online and offline. The four sections comprise of: offline media such as print, radio and television; online digital media including mobile communications; integrated communications and integrated branding communications, and key performance indicators in integrated marketing communications (IMC).

Assessment methodology

Case Study based assignment

Learning outcomes

On completion of the unit, participants will be able to:

- Evaluate the importance of integrating diverse media in communications
- Analyse the challenges of integrating communications via online and offline media
- Discuss the new role of social media and networks in communication
- Employ an integrated approach to creating, sustaining and promoting a brand
- Appraise the evolving nature of communications through mobile devices and converging technologies
- Evaluate the role of key performance indicators in Integrated Marketing Communications.

Knowledge and skill requirements

Element 1: Understanding offline media (25%)

- 1.1 Classify the role of offline media in terms of the current marketing communications environment:
 - Definition of offline media
 - Objectives of offline communication
 - The changing role and fragmentation of offline media
 - Branding pathways
- 1.2 Explain the components of offline branding:
 - Conventional print, radio and television branding
 - Billboards, coupons, vouchers
 - The communications mix in terms of the conventional 4Ps and offline media
- 1.3 Evaluate television and radio as a communication media and their changing roles:
 - Understanding the growth of TV and radio advertising within the media mix
 - Measuring effectiveness
 - The growth of interactive advertising
 - On demand players – the blurring of online/offline media



Syllabus Unit 1

Integrating Digital Media and Branding

Element 2: Evaluate online digital media (25%)

- 2.1 Evaluate the role and extent of online media in communications:
- Defining digital media
 - The differing roles of digital media
 - Digital media evolution
 - Mobile marketing
 - Permission marketing
- 2.2 Analyse the digital communication landscape in order to assess its effectiveness:
- The Internet and Google ads
 - Blogs and micro-blogs
 - Social networking
 - E mail communication
 - Mobile communication
 - Virtual worlds such as Second Life
 - Referral tools such as Digg
 - Syndication such as RSS

- 2.3 Appraise the interaction between online and offline communication in meeting communication/advertising objectives:
- Digital billboards and interactive advertising
 - Digital newspapers and digital advertising
 - TV campaigning with mobile links
 - On demand TV and mobiles
 - Gaming, advergames and comics
 - Films and print/TV

Element 3: Integrated Marketing and Branding Communications (25%)

- 3.1 Discuss the role of Integrated Marketing Communications in the digital age:
- Review traditional integrated marketing communication methodologies
 - Closing the digital loops
 - Integration within a global environment
 - Integration of offline/online media communications
- 3.2 Discriminate between short burst campaigns and IMC longer term planning:
- Local and regional TV advertising
 - Blogs and IMC
 - Mobile ads and IMC
 - Integrating short burst campaigns

- 3.3 Appraise the role of current print-based media on IMC:
- Newspapers and digital news
 - Integrating print and podcasting
 - Technological leaps
- 3.4 Review the role of branding communications in the digital and offline arena:
- Communicating the brand vision/promise
 - Brands and the digital landscape
 - Online brand PR
 - Customer relationships and brands
 - Brands and interactivity
 - TV/online links for brands

Element 4: Employ Key Performance Indicators in Integrated Marketing Communications (25%)

- 4.1 Select Key Performance Indicators for analysing IMC effectiveness:
- Conversion rates, page views
 - Unique visitors
 - Bounce rate
 - Abandon rates
 - Cost per conversion
 - Click rates
 - Market sector specific

- 4.2 Apply KPIs to improve brand communications:
- Offline advertising effectiveness
 - Offline/online brand campaign effectiveness
 - Micro-blogging and SMS texting
 - Virtual worlds and traffic measurement
- 4.3 Evaluate brand effectiveness within the new media landscape:
- Growing brand awareness
 - Enhancing brand image and reputation
 - Developing brand loyalty levels



Integrating Digital Media and Branding

Recommended support materials

Core text

Ryan, D. and Jones, C. (2009) *Understanding digital marketing*. London, Kogan Page. **£19.99**

Scoble, R. and Israel, S. (2006) *Naked conversations: how blogs are changing the way businesses talk with customers*. New Jersey, John Wiley & Sons. **£16.99**

Supplementary reading

*Bird, D. (2007) *Commonsense, direct and digital marketing*. 5th edition. London, Kogan Page. **£24.95**

Chaffey, D. (2009) *E-business and e-commerce management: strategy, implementation and practice*. 4th edition. Harlow, FT Prentice Hall. **£44.99**

Comm, J. and Burge, K. (2009) *Twitter power: how to dominate your market one tweet at a time*. US, John Wiley & Sons. **£16.99**

Evans, D. (2009) *Social media marketing: and hour a day*. Indianapolis, Wiley Publishing. **£19.99** (New edition due October 2010)

Moran, M. and Hunt, B. (2008) *Search engine marketing: driving search traffic to your company's website*. 2nd edition. Harlow, Prentice Hall. **£31.99**

*Available on MyiLibrary (www.cim.co.uk/elibrary)



Syllabus Unit 2

Implementing Digital Campaigns

Aims and objectives

This unit will provide you with insight and some of the skills and knowledge to implement digital communications projects.

Central to the unit will be an exploration of the new models and approaches that are now governing digital communications: these include web 2.0-3.0, social networking, blogging, and subscription-based communications tools.

In recognition of the rapidly changing technologies and approaches to digital communication this unit will also feature a future trends section, which will be regularly updated, and will consider web 4.0 (the synchronized background sharing of data to provide intelligent solutions), new influence models and the growing impact of neuroscience on digital communications practice.

Assessment methodology

You will be asked to write a blog or create a microsite and use Google Adwords and analytics within it. The assignment will be a written reflection on their work.

Learning outcomes

On successful completion of this unit, you will be able to:

- Explain the changes that have been brought about by the advances in digital communication techniques
- Explain contemporary digital concepts

and identify how these changes challenge and compliment the conventional forms of communication

- Apply the tools available to measure the effectiveness of digital campaigns and recommend appropriate methods to a given situation
- Plan and execute digital campaigns
- Explain how digital communications are controlled or constrained by social acceptability, the law and voluntary constraints
- Evaluate the likely developments in the sphere of digital communications

Knowledge and skill requirements

Element 1 – Digital Concepts (25%)

- 1.1 Describe the origins of digital communication and the effects it is having on the business communications industry:
 - The evolution of the world wide web
 - Self-publishing tools
 - Establishment of search techniques
 - Development of social networking tools



Syllabus Unit 2

Implementing Digital Campaigns

1.2 Explain the changing relationships between marketers and stakeholders brought about by digital developments:

- Speed of communication
- Interactivity of communication
- Ease of communication
- Quality and quantity of communication

1.3 Explain the relationships between opinion leaders and consumers:

- Deference to reference model
- Opinion former and opinion leader concepts
- Growth in power of consumer groups
- Leading websites eg, Trip Advisor, e-Bay

1.4 Evaluate the new and emerging way of digital based two-way communication:

- Emergence of web 2.0 eg, Flickr, Technorati
- Social networking e,g My Space, You Tube
- Blogging eg, readkevinread.com
- Subscription based models

1.5 Analyse the demographics and behaviour of the digital user in order to communicate more effectively:

- Consumer
- Organisational
- Government
- Other stakeholders

Element 2: Project delivery, including campaign management tools (25%)

2.1 Set communications objectives for a digital communications campaign:

- Acquisition
- Retention
- Brand-building
- Customer relationship management

2.2 Assess the organisation's needs and whether internal or external resources are appropriate for delivering digital campaigns:

- Internal skills analysis
- Scoping of the digital task
- Knowledge of external resources available

2.3 Develop tactics within the digital context:

- Google Adwords
- Google Adsense
- Networks
- Sponsored links
- Recommenders

2.4 Describe Search Engine Marketing (SEM) and its role in project delivery:

- Importance of search engines and definition of SEM

- How search works (human directories, crawler-based, caches, semantics)
- Keywords (relevance, density and stuffing) tags and linking
- Search Engine Optimisation (SEO)
- Paid-for models (Paid for inclusion – PFI, Paid for Placement – PFP)
- Free submissions

Element 3 – Campaign Implementation, Evaluation and Control (25%)

3.1 Create digital campaigns:

- Define digital communications objectives
- Identify and research audiences
- Evaluate relevant channels
- Understand the technical implications of measurement and evaluation tools
- Select appropriate measurement and evaluation tools

3.2 Explain the structure of the digital communications industry:

- Affiliate
- Analytics
- E-mail marketing
- Mobile marketing
- E-commerce
- Display advertising
- Games
- Hosting
- Viral

- Video
- Hosting
- PPC
- Social media
- Usability
- User generated content
- Behavioural targeting
- Content management
- Optimisation
- SEO

3.3 Explain how to manage the interrelationships between the key players in the digital communications industry:

- Changing industry structure
- Developments in technology and their impact on the industry structure
- Recognising the optimum combination of resources o meet campaign objectives

3.4 Explain how budgets are determined within the digital context:

- Objective and task
- Competitive parity
- Percentage of Sales
- Affordable

3.5 Explain the methods of digital creative evaluation:

- Copy testing
- Attitude research



Syllabus Unit 2

Implementing Digital Campaigns

- A/B tests
 - Multivariate tests
 - Online focus groups
- 3.6 Explain the procedures used for measuring digital campaigns:
- Primary & secondary data
 - Onsite (Logfiles and Tagging)
 - Offsite (Panels, VOC)
 - Experimentation (A/B Tests, Usability studies)
 - Tracking studies
 - Conversion funnels

Element 4 – Future Trends (25%)

- 4.1 Explain the likely effects of new developments in digital technologies:
- Web 4.0
 - New influence models eg, persuasion
 - Impact of neuroscience eg, impact of emotions on decision making
- 4.2 Demonstrate an understanding of changing relationships between brands and consumers:
- Pre-eminence of brand promise and
 - How brand promise can be reinforced via digital communications
- 4.3 Assess the impact of a borderless digital world:
- Speed of transmission of message
 - Salience of transmission of message
 - Speed of response



Implementing Digital Campaigns

Recommended support materials

Core text

Phillips, D. and Young, P. (2009) **Online public relations: a practical guide to developing an online strategy in the world of social media.** London, Kogan Page. **£19.99**

Ryan, D. and Jones, C. (2009) **Understanding digital marketing.** London, Kogan Page. **£19.99**

Supplementary reading

Arikan, A. (2008) **Multichannel marketing: metrics and methods for on and offline success.** Indianapolis, John Wiley & Sons. **£19.99**

*Bird, D. (2007) **Commonsense, direct and digital marketing.** 5th edition. London, Kogan Page. **£24.95**

Clifton, B. (2008) **Advanced web metrics with Google analytics.** Indianapolis, John Wiley & Sons. **£26.99**

Comm, J. and Burge, K. (2009) **Twitter power: how to dominate your market one tweet at a time.** US, John Wiley & Sons. **£16.99**

Evans, D. (2009) **Social media marketing: and hour a day.** Indianapolis, Wiley Publishing. **£19.99** (New edition due October 2010)

Moran, M. and Hunt, B. (2008) **Search engine marketing: driving search traffic to your company's website.** 2nd edition. Harlow, Prentice Hall. **£31.99**

*Kirby, J. and Marsden, P. (2006) **Connected marketing: the viral, buzz and word of mouth revolution.** Oxford, Butterworth Heinemann. **£25.99**

Scott, D.M. (2008) **The new rules of marketing and PR: how to use news releases, blogs, podcasts, viral marketing and online media to reach buyers directly.** Chichester, John Wiley & Sons. **£11.99**

*Viney, D. (2008) **Get to the top on Google: tips and techniques to get your site to the top of search engine rankings - and stay there.** London, Nicholas Brearley. **£14.99**

*Available on MyiLibrary
(www.cim.co.uk/elibrary)



Syllabus Unit 3

Advertising

Aims and objectives

This unit aims to provide you with knowledge and understanding of the function of advertising within the marketing mix, communications mix and society. This unit also aims to ensure that knowledge and understanding of the process of advertising, advertising planning and measuring effectiveness are in place.

Assessment methodology

Examination

Learning outcomes

By the end of this unit you should be able to:

- Explain the role and structure of advertising in the marketing mix, the communications mix and society
- Explain the structure of the advertising industry and be able to identify the relationships between the advertiser, advertising agencies, suppliers (eg research, production) and media owners
- Set appropriate advertising objectives, strategies and budgets
- Understand how to plan strategies for creative and media execution
- Describe the controls on advertising; social acceptability, legal controls and voluntary constraints, and be able to apply them to given advertisements
- Select appropriate methods for measuring the effectiveness of advertising

Knowledge and skill requirements

Element 1: Advertising (30%)

- 1.1 Describe the origins of advertising and the development of the industry
- 1.2 Explain the economic and social role of advertising
- 1.3 Explain the relationship between advertising and other elements of the marketing mix
- 1.4 Explain the relationship between advertising and other elements of the communications mix
- 1.5 Explain the nature of the advertising industry – client, agency and media – and the relationships between them
- 1.6 Describe the structure of agencies and functions of key personnel
- 1.7 Assess the organisation's advertising needs and whether internal or external resources are appropriate
- 1.8 Use marketing research in order to plan, manage and measure advertising activities more effectively
- 1.9 Explain how audience research can enable the marketer and their agency(ies) to better understand consumer behaviour
- 1.10 Explain how consumer behaviour can be influenced through the use of advertising
- 1.11 Explain how consumer perception of advertising can be tracked in order to respond to changes in perception

- 1.12 Explain how international advertising marketing communications should be conducted including the consideration of standardisation, adaptation and localisation

Element 2: Planning Process and Techniques (30%)

- 2.1 Assess advertising needs from corporate and marketing objectives
- 2.2 Explain the process for establishing advertising objectives
- 2.3 Detail the process for establishing advertising strategy
- 2.4 Define target audiences in consumer profiling terms
- 2.5 Write an effective creative brief, and evaluate the contents of a creative proposal
- 2.6 Explain the appeals that can be used in advertising
- 2.7 Develop positioning statements and advertising messages
- 2.8 Explain the way in which audiences process advertising
- 2.9 Produce advertisements for conventional media, electronic media and support literature
- 2.10 Develop a co-ordinated advertising campaign

Element 3: Budgets/Controls/Measures (20%)

- 3.1 Describe the research methods available to pre and post-test advertisements

- 3.2 Describe the research methods available to measure the effectiveness of advertising campaigns
- 3.3 Determine the optimum method of evaluation for any given campaign
- 3.4 Explain the methods used to inform and control the development of advertisements
- 3.5 Explain how advertising budget levels are determined

Element 4: Legal Aspects (20%)

- 4.1 Explain the main areas of advertising controls
- 4.2 Explain the need for legal controls on advertising
- 4.3 Explain the workings of the Advertising Standards Authority (ASA)
- 4.4 Explain the workings of OFCOM in clearance of Broadcast Advertising
- 4.5 Explain the workings of the Radio Advertising Clearance Centre (RACC)
- 4.6 Describe the legislation that exists that impinges on advertising, eg Privacy & Electronic Communications Regulations 2003
- 4.7 Explain the differences between legal and voluntary controls on advertising
- 4.8 Explain the workings of CAP (code and copy clearance service)



Advertising Recommended support materials

Core text

De Pelsmacker, P. et al (2007) **Marketing communications: a European perspective**. 3rd edition. Harlow, Prentice Hall **£43.99**

Supplementary reading

Geuens, M., De Pelsmacker, P. and Van Den Bergh, J. (2005) **Foundations of marketing communications: a European perspective**. Harlow, Prentice Hall **£38.99**

Roman, K. and Maas, J. (2005) **How to advertise – what works, what doesn't and why**. 3rd edition. London, Kogan Page **£19.99**

Wells, W, Moriarty, S. and Burnett, J. (2008) **Advertising: principles and practice**. 8th International edition. Harlow, Prentice Hall **£55.99**

Yeshin, T. (2005) **Advertising**. London, Thomson. **£40.99**



Syllabus Unit 4 Public Relations

Aims and objectives

This unit aims to provide you with an awareness of the role of public relations in relation to the many different publics with which an organisation is concerned and provide an understanding of all means of communication by which those publics can be reached. This unit will also provide knowledge of the organisational and professional context in which people working full-time in public relations operate.

Assessment methodology

Examination

Learning outcomes

- By the end of this module you should be able to:
- Define the nature of public relations within a range of organisational frameworks
 - Explain and work within the legal and self regulatory constraints under which public relations operates
 - Use the various techniques and skills required for effective public relations, including their characteristics, advantages, disadvantages, and costs
 - Explain the media channels employed in public relations in different contexts
 - Analyse situations and identify whether PR is the most appropriate tool to use
 - Analyse situations and suggest appropriate plans of PR action to specific publics within cost and time parameters

Knowledge and skill requirements

Element 1: Public Relations (20%)

- 1.1 Assess definitions of public relations
- 1.2 Understand and outline the reasons for the development of the public relations discipline
- 1.3 Demonstrate an understanding of the role of public relations in supporting other elements of the marketing mix
- 1.4 Explain the relationship between public relations and other elements of the communications mix
- 1.5 Explain the relationship between public relations and branding
- 1.6 Explain how marketing research can enable the marketer to better understand, and influence, consumer behaviour through the use of public relations
- 1.7 Apply public relations within diverse organisational contexts, including commercial and not for profit
- 1.8 Demonstrate an understanding of the constituencies of communities, publics, and stakeholders
- 1.9 Demonstrate an understanding of the role of marketing research in planning, managing and controlling public relations activities more effectively



Syllabus Unit 4

Public Relations

- 1.10 Conduct international public relations marketing communications considering standardisation, adaptation and localisation

Element 2: Media Relations and Event Management (25%)

- 2.1 Explain the media channels available – print, radio, TV, Web, and electronic media
- 2.2 Use media liaison techniques, and negotiate editorial features and interviews, maximising the possibility of the coverage of all events
- 2.3 Select media to reach identified publics and to create interactive relationships
- 2.4 Write for the media
- 2.5 Use editorial planning database management systems
- 2.6 Handle editorial enquiries and promotions, and monitor them
- 2.7 Negotiate news, features and interviews
- 2.8 Explain TV, Radio, web-cast and interactive production and placement
- 2.9 Organise conferences, receptions, briefings and all types of facility visits
- 2.10 Explain the different types of exhibition, and select the most appropriate for a defined purpose

- 2.11 Organise visitor and media attendance at an exhibition, including pressroom activity
- 2.12 Assess the different types of sponsorship opportunities available and their relevance to the target public
- 2.13 Organise integrated PR and sponsorship activity to get the best return on investment
- 2.14 Use comprehensive measurement and control processes for PR

Element 3: Specialist Areas of Public Relations Activity (20%)

- 3.1 Explain internal communications and employee relations
- 3.2 Describe the context and opportunities within which financial relations operate
- 3.3 Explain the opportunities offered by community relations and CSR (Corporate Social Responsibility) programmes
- 3.4 Assess the opportunities available for relationships with government
- 3.5 Explain how programmes can be adapted or developed for international publics

- 3.6 Use a PR online toolkit and write PR text for publishing on the web
- 3.7 Explain the importance of monitoring the potential impact of activists and pressure groups on line, in terms of both reading and participating
- 3.8 Assess the need for issues management and contingency planning

Element 4: Public Relations Planning and Programming (25%)

- 4.1 Put forward the business case for public relations
- 4.2 Explain the importance of perception and attitudes on reputation
- 4.3 Devise and implement a corporate identity programme
- 4.4 Carry out pre-campaign research, including a communications audit
- 4.5 Set SMART PR objectives
- 4.6 Understand strategy and publics selection
- 4.7 Use programme tactics and planning for both commercial and non-commercial organisations within set parameters
- 4.8 Apply realistic budgets within different scenarios

- 4.9 Carry out post campaign evaluation and track awareness and attitudinal change
- 4.10 Explain how electronic media can be used in crisis communications
- 4.11 Explain how to handle crisis situations over set time frames

Element 5 – The Operation of Public Relations (10%)

- 5.1 Describe options for departmental and in-house organisations and structures
- 5.2 Explain when a consultancy should be used
- 5.3 Differentiate between various types of consultancy
- 5.4 Explain how to appoint a consultancy
- 5.5 Explain the need to develop strong consultancy/client relationships
- 5.6 Explain the legal and self-regulatory controls within which PR operates, including ethics and trade professional bodies. controls within which PR operates, including ethics and trade professional bodies.



Public Relations

Recommended support materials

Core text

Davis, A. (2007) **Mastering Public Relations**. 2nd edition. London, Palgrave Macmillan £17.99

Supplementary reading

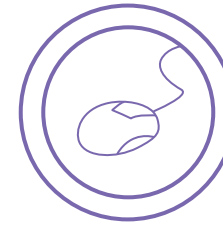
Bland, M., Theaker, A. And Wragg, D. (2005) **Effective media relations: how to get results**. 3rd edition. London, Kogan Page £16.99

Foster, J. (2008) **Effective writing skills for public relations**. 4th edition. London, Kogan Page £17.99

Henslowe, P. (2003) **Public relations; a practical guide to the basics**. 2nd revised edition. London, Kogan Page £17.99

Phillips, D. (2009) **Online public relations**. London, Kogan Page £19.99

Pringle, H. (2004) **Celebrity sells**. Chichester, John Wiley and Sons £19.99



Online resources for Digital Marketing

Digital marketing news

Brandweek Current marketing news

iMediaConnection Industry news and advice

Sphinn News and Internet Marketing Discussion Forum

MarketingVOX News, trends and culture (mainly US)

ClickZ News and expert advice for digital marketers (US & INT)

Mediapost News, social network, industry jobs and research (Mainly US)

Search Engine Land News covering search engine marketing

Ecommercetimes.com Information, news and ecommerce industry updates

Events

Ad:tech London 21 – 22 September 2010

Internet World 10 – 12 May 2010

TFM&A 1 – 2 March 2011

Marketing Live 29 – 30 June 2011

Social networking sites

LinkedIn

Facebook

Twitter

Video sharing websites

YouTube

Google Video

Blogs

i-advertising.com Featuring digital marketing how-to's and industry interviews (US)

Connect Digital marketing blog for iCrossing (UK)

Adventures in Digital Marketing Digital marketing blog (UK)

Trendpedia Blog Search Engine

Neil Bradley Neil Bradley's marketing metric's blog

Online resources

LED Digest The Internet Marketing Discussion List

eMarketer Internet market research, online trends and demographics

MarketingProfs Marketing resources

Web optimisation resources

Conversation Chronicles Resources for improving website conversion

Google Keyword Tool Google Adwords research tool

Google Search Tool Advanced Adwords tool comparing keywords

Google Insights Compare search volume patterns using parameters

Case studies

CIM Resources <http://www.cim.co.uk/resources/casestudies/home.aspx>

Figaro Digital <http://www.figarodigital.co.uk/>

SAS <http://www.sas.com/success/>

Digital Training Academy <http://www.digitaltrainingacademy.com/casestudies/>

CAM qualification structure

Diploma in Marketing Communications

Marketing and Consumer Behaviour (Double Unit)

Public Relations

Advertising

Integrated Media

Direct Marketing and Sales Promotion

Diploma in Digital Marketing

Digital Marketing Essentials

Digital Marketing Planning

Marketing and Consumer Behaviour (Double Unit)

Diploma in Managing Digital Media

Integrating Digital Media and Branding

Implementing Digital Campaigns

Advertising

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How to order

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 Non EU Countries: £20 for the first book and £15 for each subsequent book.
 Study Packs: £25.00 for each Study Pack.

Note: At the beginning of the academic year it may be easier to fax, email or order over the Internet as our telephone lines are extremely busy during this period. We regret that we cannot invoice orders under £100.

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Email: charteredcpd@cim.co.uk
Website: www.cim.co.uk/charteredcpd

Branches, market interest groups

Local events
www.cim.co.uk/branches
www.cim.co.uk/migs

Online services

Register for your assessments
www.cim.co.uk/assessmententry

View your results
www.cim.co.uk/results

Update your details
www.cim.co.uk/update

Book your attendance at local events
www.cim.co.uk/events

Renew your CIM membership
www.cim.co.uk/renewals

Additional resources

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www.cim.co.uk/marketingresources

Career support
www.cim.co.uk/careers

Job vacancies
www.cim.co.uk/jobs



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