

## **CIM Foundation Certificate in association with Bournemouth University**

The Chartered Institute of Marketing (**CIM**) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. As a Strategic Partner, Bournemouth University (**BU**) has joined forces with CIM to give students on the following BU courses the opportunity to gain professional CIM qualifications through the CIM Graduate Gateway:

- BA (Hons) Marketing Communications
- BSc (Hons) Marketing

To take part, you will need to sign up to undertake the CIM Foundation Certificate directly with CIM under the CIM's Graduate Gateway programme (<https://www.cim.co.uk/qualifications/graduate-gateway/>).

BU will provide all tuition and assessment guidance at no additional cost to you. BU will also pay CIM assessment fees for both of the units studied on the CIM Foundation Certificate in your first year: the first unit, Marketing Principles, and the second unit, Communications in Practice. The CIM assessment fees are currently £110 per unit.

We will ask you to pay the CIM Affiliate Studying Membership fee (which is currently £65) directly to CIM on registering for the CIM programme. This covers the cost of CIM membership for your first year of study on the CIM programme. If you do not pay this fee, you will not be able to take part in the CIM programme with support from BU.

If you continue on the CIM programme in your second year to the next level of the CIM Certificate in Professional Marketing, BU will renew your CIM studying membership at no cost to yourself. You will need to pay the CIM assessment fee for the one unit studied in the second year which is currently £150 (costs may increase each year). Again, you will need to pay this fee directly to CIM.

In the event of a failed assessment: if you wish to submit for a later assessment session, you will need to pay the relevant CIM assessment fee (costs may increase each year) and renew your annual CIM studying membership (which is currently £65) directly with CIM.

You will need to submit your assessments to BU in accordance with CIM submission deadlines. These will be advised as part of your introduction to the programme. If you are late in submitting your assessment to BU, your assignment will not be forwarded to CIM without payment of a late submission fee (currently £350). Late submission is only possible in very exceptional circumstances.

There is additional information covering "Qualifications and Exemptions" and "Benefits for You and Employers" on the course webpage.

If you register with CIM for the CIM Foundation Certificate, you will be entering into a separate agreement directly with CIM with regard to the CIM Foundation Certificate and your access to the CIM Foundation Certificate syllabus, learning outcomes, assessment criteria, examinations and the payments you will be responsible for making directly to CIM in connection with the programme.

BU is able to offer you the opportunity to register for the CIM Foundation Certificate and BU makes a financial contribution towards fees for the CIM Foundation Certificate in recognition of the potential value of the CIM Foundation Certificate to you in the future. However, BU has no responsibility for

setting the CIM Foundation Certificate syllabus; for setting or marking the CIM Foundation Certificate coursework or for decisions about awarding the CIM Foundation Certificate.

Achievement of the CIM Foundation Certificate does not provide any academic credit or other recognition within BU, i.e. it cannot be considered in determining the award of any qualification by BU.

You should only register for the CIM Foundation Certificate if you feel you will be able to devote sufficient time to work towards the CIM Foundation Certificate without an adverse impact on your health and welfare or your performance on your BU course.

If you have any questions about the CIM Foundation Certificate, the syllabus or associated course materials or the way in which the examination will be set and marked, please contact the CIM Course Leader. CIM processes on appeals and marking queries will apply, please contact the CIM Course Leader. Any complaints or appeals regarding any aspect of the Certificate, including marking or awarding decisions, should also be sent to the CIM Course Leader for onward consideration by CIM.

BU will arrange and administer a CIM Foundation Certificate examination on behalf of the CIM. This will normally be held at a venue within BU in January each year. If you register with CIM for the CIM Foundation Certificate, BU will contact you to provide details of arrangements for the assessments and examination and any revision workshops it is arranging.

**Data protection:**

- We will share your personal data (your name, assessments and any forms or other information you ask us to submit to CIM on your behalf) with the CIM to enable them to provide the CIM Foundation Certificate study materials and supporting membership benefits. The CIM will let us know when you have registered as a member for the first 12 months so we can provide the support to you under our arrangement with CIM. CIM may also inform us if you miss any payments due to them under the arrangement, so that we can remind you about the payment.
- We will process your personal data as necessary to enable us to deliver any revision workshops, support and administer the examination, and to contact you about these matters.
- This information is shared on the basis that it is necessary: (i) to take steps at your request in connection with your contract with the CIM for the provision of the CIM Foundation Certificate; (ii) for performance of BU's core public task, i.e. delivery of higher education and research; (iii) for legitimate interests pursued by BU and or CIM, i.e. in CIM securing payment of the course and membership fees; and (iv) with your consent, i.e. where you ask us to share information with CIM comprising your special category data.
- BU and the CIM are each a data controller of your personal data for these purposes. For further information about what this means and about how and why your personal data will be processed by BU and the CIM, please see:  
<https://www.bournemouth.ac.uk/about/governance/access-information/data-protection-privacy/student-privacy-notice> and <https://www.cim.co.uk/privacy/>.