Please complete and return to [business-academy@herts.ac.uk](mailto:business-academy@herts.ac.uk)

*Please note that all bookings are subject to the standard terms & conditions of the University of Hertfordshire*

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Personal Details** | | | | | | | | | | |
| Date: | Click here to enter text. | | Title (Mr/Mrs/Miss/Dr): | | | | | Click here to enter text. | | |
| First name: | Click here to enter text. | | | | | | | | | |
| Surname: | Click here to enter text. | | | | | | | | | |
| Date of Birth dd/mm/yyyy: | Click here to enter text. | | | | | Gender: | Click here to enter text. | | | |
| Home address: | Click here to enter text. | | | | | | | | | |
| Click here to enter text. | | | | | Postcode: | | | Click here to enter text. | |
| Contact phone number : | Click here to enter text. | | | | | | | | | |
| How did you hear about the course? | UH website | Personal  Colleague/friend | | | Advertisement | | | | | Mailing |
| Other (please state how) | | |  | | | | | | |
|  |  | | | | | | | | | |
| **Employment Details** | | | | | | | | | | |
| Job title: | Click here to enter text. | | | | | | | | | |
| Employer name: | Click here to enter text. | | | | | | | | | |
| Employer address: | Click here to enter text. | | | | | | | | | |
| Work phone number: | Click here to enter text. | | | | | | | | | |

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| --- | --- |
| **Email address for University registration and course communication. IMPORTANT – this must be a personal email address, not a work email address** | Click here to enter text. |
|  |  |
| **CIM membership number if known** | Click here to enter text. |

**Please continue to next page**

**Programme Schedule & Fees**

**Please select the units you wish to study**

|  |  |  |  |
| --- | --- | --- | --- |
| **Module** | **Teaching dates** | **Fee** | **Please select** |
| 1: **Marketing** | 26 Sep – 28 Nov 2018 | £ 640 |  |
| 2: **Integrated Communications** | 09 Jan – 13 Mar 2019 | £ 640 |  |
| 3: **Digital Marketing** | 10 Apr – 12 Jun 2019 | £ 640 |  |

**Re-sits are charged at £330 per module.**

**University of Hertfordshire staff, students and alumni receive 20% discount on fees.**

**Payment Options:**

Once the booking form has been assessed, you will be directed to the University’s online payment system.

Organisations can be invoiced directly on receipt of a purchase order.

**Declaration:  
Please read the terms & conditions before completing this form.**

I understand that the personal information I provide on this form is necessary for the University to assess my application, and by ticking this box I consent to the University using my sensitive personal information in accordance with the Data Protection legislation, including the General Data Protection Regulations, for the purposes of processing my application

I confirm that I meet CIM’s entry criteria

I confirm that I have access to an organisation and its data for the purposes of CIM assessments

I consent to the University contacting me for marketing purposes and to provide me with further information

|  |  |  |  |
| --- | --- | --- | --- |
| **Signed:** | Click here to enter text. | **Date:** | Click here to enter text. |

**Please continue to Pre-course Evaluation on next page**

**Pre-course Evaluation**

|  |  |
| --- | --- |
| Name | Click here to enter text. |

|  |  |
| --- | --- |
| Why do you want to attend this course? |  |
| Which part of the training do you think will be particularly valuable? |  |
| How will the skills you learn benefit you in your job role? |  |
| What do you hope to do differently when you have completed this course? |  |

**Please continue over page**

|  |  |
| --- | --- |
| Name | Click here to enter text. |

Please review the following list of knowledge and skills statements. Give some thought to what you know before the start of this course. Tick the box that best represents your knowledge and skills **before** this training.

# **RATING SCALE: 1 = LOW 3 = MEDIUM 5 = HIGH**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Before course** | | | | | **Knowledge and skills related to:** | **After course** | | | | |
| 1 | 2 | 3 | 4 | 5 | Understanding the role and function of marketing  Understanding what influences customer behaviour | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | Identifying factors and trends in the marketing environment and how they affect marketing planning  Identifying options for gathering relevant marketing information | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | Knowing the elements of the marketing mix  Applying and adapting the marketing mix to satisfy customer needs | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | Knowing how to build cross-functional relationships  Understanding how to harness resources to deliver effective marketing solutions | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | Creating effective communications to deliver value to customers  Understanding product and brand management | 1 | 2 | 3 | 4 | 5 |
| 1 | 2 | 3 | 4 | 5 | Understanding the components of the marketing communications mix  Developing integrated marketing communications | 1 | 2 | 3 | 4 | 5 |

[www.go.herts.ac.uk/professional-development](http://www.go.herts.ac.uk/professional-development)