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** | | | | | | | | | | | |
| Title (Mr/Mrs/Miss/Dr): | Click here to enter text. | | Date of Birth dd/mm/yyyy: | | | | | Click here to enter text. | | | |
| First name: | Click here to enter text. | | | | | | | | | | |
| Surname: | 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) | | | Click or tap here to enter text. | | | | | | | |
|  |  | | | | | | | | | | |
| **Employment Details** | | | | | | | | | | | |
| Job title: | Click here to enter text. | | | | | | | | | | |
| Employer name: | Click here to enter text. | | | | | | | | | | |
| Employer address: | Click here to enter text. | | | | | | | | | | |
| Click here to enter text. | | | | | | Postcode: | | | 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. |
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| **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

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| **Module** | **Start point** | **Fee** | **Please select** |
| 1: Marketing & Digital Strategy | January 2021 | £ 675 |  |
| 2: Innovation in Marketing | May 2021 | £ 675 |  |
| 3: The Digital Customer Experience | September 2021 | £ 675 |  |

Re-sits are charged at £335 per module.

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

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| University student or staff number: | Click here to enter text. |

**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. I consent to the University using my personal information in accordance with the Data Protection legislation, including the General Data Protection Regulations.

I confirm that I meet [CIM’s entry criteria](https://www.cim.co.uk/qualifications/diploma-in-professional-marketing/)

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

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