



CAMBRIDGE INTERNATIONAL COLLEGE

THE BRITISH INTERNATIONAL COLLEGE OF PROFESSIONAL MANAGEMENT

Professional Study & Training for Successful Careers

International HQ: Attique House, Route de Quennevais, St Brelade, Jersey JE3 8FP, Britain.

+ 44 1534 485485 @learn@cambridgetraining.com cambridgecollege.co.uk

Special Offer Reduced Fee Enrolment Form Marketing

(This Offer of a Special Fee Reduction is valid until 30th April 2024.)

Under this Special Offer you will be enrolled for the popular and interesting
CIC Diploma on Marketing & Sales Management
AND the insightful and professional
CIC Graduate Diploma on International Marketing.

The Special Offer Fee includes:

- * **Professional Study Materials for both courses**
- * **A Study & Training Guide** (with advice on how best to study and to pass the Exams)
- * **An Examination paper for each course and the assessment of them**
- * **The CIC international Diploma on Marketing & Sales Management AND the CIC Graduate Diploma on International Marketing**

The **Special Offer Reduced Fee** is:

EITHER:	one payment of:	£352 or US\$704 *
OR:	two instalments each of:	£190 or US\$380

Note: * the normal Fee is £440 or US\$880 - this is a saving of over 20%.

Cambridge International College

OFFERS YOU THE OPPORTUNITY TO:

- Secure top jobs, promotion and career success.
- Achieve valuable international qualifications.
- Gain knowledge, skills, competencies and ability.
- Improve your status, respect and confidence.
- CIC courses are flexible and affordable.
- CIC is a high-quality Government-recognised accredited British College (founded in 1935)





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ENROLMENT/REGISTRATION FORM FOR STUDY & TRAINING

Special Offer Reduced Fee Enrolment/Registration Form for Marketing

MY PERSONAL DETAILS ARE (please write or type clearly in capital letters):

FULL NAME:

(**exactly** as you want
it on your Diplomas)

FULL ADDRESS:

(the **full** and **exact** address for
delivery of your Study Materials
including town, region, country)

Email:

Telephone:

Nationality:

Age:

Have you studied the subject(s) before?:

Practical experience of the subject(s), if any:

Present employment/post held, if employed:

Special needs, if any:

MY FEE PAYMENT DETAILS (methods of making Fee payments are on page 4).

I enclose herewith the sum of: _____

being: FULL payment on Enrolment, **or:** the first of 2 monthly instalments (tick option)

Payment is made by: Bank Transfer; Bank Draft/IMO; Currency Notes; PayPal;

Credit/Debit Card; Western Union Quick Pay; Dahabshiiil Transfer; Other: _____

I agree to CIC's Terms and Conditions of Enrolment/Registration as set out on page 3.

Signed:

Date:

Summary of course contents - what you will study, what you will learn:

Diploma in Marketing & Sales Management contents include:

Marketing, Selling, Commerce, Products, Buyers
The Marketing Mix, Research, Segmentation, Pricing
Channels of Distribution, Internet Marketing & Websites
Forecasting, Quality Management, Product Life Cycles,
The Promotional Mix, Communication, Advertising, PR
Marketing Strategy, Concepts, Global Marketing
Salesmanship, Sales Personnel, Skills, the Sales Cycle
Travelling Salespeople, Finding Clients, Journey Cycles
Sales Management, Leadership, Recruitment, Training
Sales Teams, Regional Teams, Motivation, Coordination
Credit Control, Credit Law, Discounts, Brands, Warranties
Sales Literature, the Sales Office, Records, Statistics

Graduate Diploma in International Marketing contents include:

Global marketing management, strategy, decision-making
Competitive advantage, value chains, resources, risks
Preparing to trade in global markets, market potential
The political & economic environment of global markets
The social, legal & cultural environment of global markets
Selecting & entering foreign markets, exporting, finance
Production abroad, strategic alliances, licencing, franchise
Global competition and strategy, industry analysis
Global products, product fit, inventory management
Global logistics, channel decisions, transport, costs
Organization & control of global marketing programmes
Exchange rates, trade & tariff barriers, foreign exchange

TERMS AND CONDITIONS OF ENROLMENT/REGISTRATION

With Cambridge International College you can study in your country of residence; you do not come to the College premises in Britain. You may enrol on ANY DAY or DATE of the year. By submitting an Enrolment/Registration Form and Fee payment you accept the Terms & Conditions of Enrolment/Registration and agree to abide by all of the Rules and Regulations of Cambridge International College of Jersey, Britain.

- 1 On receipt of your completed Enrolment/Registration Form and Fee payment at the College Headquarters in Britain, you will be enrolled/registered as a Member of the College. If you give an email address, the first 3 Modules of Marketing & Sales Management will be emailed to you so you may commence Study & Training at once. You will be quickly sent by registered airmail post or by courier your Study & Training Materials with Instructions & Guidance and advice on how to learn and progress rapidly, and which may contain Self-Assessment Tests & Answers or a Past Paper.
- 2 Your Study & Training Period (your 'Membership Period') commences on your enrolment date. The Membership Period is 18 months provided you have completed Fee payment. However, with study by flexible distance-learning you can complete in a shorter period of time; alternatively, your Study & Training Period can be extended if required.
- 3 As soon as you are Enrolled/Registered you may visit the College's special Member Services Website to see your personal Membership Details, Study Material Dispatch Details, Exam Results, Newsletters, Literature, free Study Modules, Study & Training Information, and more.
- 4 At the appropriate stage of your Study & Training, and when you are ready, you will be entitled to sit the Examination(s) under Approved Invigilation/Supervision - which means under 'true examination conditions' - supervised by an Invigilator/Supervisor appointed by the College in your local area, wherever you are resident at the time you are ready to sit your Examination(s). Arrangements to sit Examination(s) are made after you have been Enrolled/Registered as a Member of the College and when you have made progress in your Study & Training (in accordance with the Study & Training Guide provided to you on enrolment.) Examination arrangements are simple to make; full and clear details on sitting Examinations are provided with your Study & Training Materials and Study Guide. Note, an alternative Assignment Option is available in place of one or more Examinations subject to the College's rules.
- 5 On passing the set Examinations, and as long as all fees are settled, you will be awarded and sent the appropriate CIC International Diploma and CIC Graduate Diploma. Reference letters, advice on further study and on-going support are available if needed.

The College operates a professional and fair: Equal Opportunity Policy; Data Protection Policy; Assistance Request Policy; Appeals Policy - these and others are available on request and on the CIC website.

Principal Dr Stephen Lawson, the Vice Principal and the experienced, professional staff are dedicated to ensuring YOUR success & career advancement:-

"Whatever your education, work experience and your ambitions are, and wherever in the world you live, our College offers you high-quality, affordable, easy-to-learn British study, training and education by distance-learning, and provides you with everything you need for success."



ENROLLING AS A MEMBER FOR CIC STUDY & TRAINING

THE PROCESS IS SIMPLE AND STRAIGHTFORWARD - ALL THE COLLEGE REQUIRES IS YOUR ENROLMENT FORM (OR ENROLMENT DETAILS) AND A FEE PAYMENT

Complete the Enrolment/Registration Form fully and in CAPITAL LETTERS and then:

- ▶ Send it by registered post or courier, WITH your Fee payment details, to the College HQ in Britain
- ▶ **OR** scan and email your Enrolment Form and Fee payment details to: learn@cambridgetraining.com
- ▶ **OR** you can enrol/register online through our website: www.cambridgecollege.co.uk

YOU MAY SEND YOUR FEE PAYMENT TO CIC BY ANY OF THESE METHODS:

BY BANK TRANSFER: direct to one of our Bank Accounts:

Account Name: Services to Management (for Cambridge International College)

Bank Details: HSBC Bank plc, Jersey St Helier Branch, Britain

For transfers in British Pounds (GB£) send to:

Account Number: 32144670, Sort Code: 402534

Swift/BIC: MIDLGB22, IBAN: GB35 MIDL 4025 3432 1446 70

For transfers in US Dollars (US\$) send to:

Account Number: 68294583, Sort Code: 400515

Swift/BIC: MIDLGB22, IBAN: GB59 MIDL 4005 1568 2945 83

For transfers in Euros (€) send to:

Account Number: 68343364, Sort Code: 400515

Swift/BIC: MIDLGB22, IBAN: GB38 MIDL 4005 1568 3433 64

BY ON-LINE BANKING: If you have a bank account which offers "on-line banking", you can make a transfer to one of the College bank accounts - the details are as stated above.

For either Bank Transfer or On-line banking, post or email your Enrolment Form to the College in Britain with the bank receipt. Ensure you pay all charges and add £20 or US\$40 or €30 to cover intermediary bank transfer charges; CIC can only credit you with the amount CIC actually receives.

BY WESTERN UNION: You can give your local Western Union Agent money in British Pounds (£), US Dollars (US\$), Euros (€), or your local currency to transfer to CIC. CIC will receive your payment in British Pounds, US Dollars or Euros. You can transfer your payment through Western Union:-

by **'Quick Pay'** service (the best and quickest method to use) to:

Account Name: CAMBRIDGE COLLEGE

Code City: SMCOLLEGE2 UK Account No: AUK040707

or by **'Will Call'** service: to use this service you MUST first contact CIC for transfer and receiver details.

(Note, please use the "Quick Pay" service if it is available.)

Whichever Western Union method is used, send your Enrolment Form with the Western Union receipt to CIC in Jersey, Britain, stating clearly the 10-digit Money Transfer Control Number and the name of the "sender".

CURRENCY NOTES: You may send British Pounds (GB£), United States Dollars (US\$), or Euros (€).

Ali:

"CIC lead me to success. On graduating I was promoted to Executive Manager. I recommend CIC to enrich management skills."

Andrew:

"When I completed my CIC Course my salary was increased by 50% and I was confirmed in a new position."

Jilda:

"After completing the CIC Diploma I now hold the position of Manager, with self-confidence and a professional approach."

Alice:

"The course helped me to start up my business and succeed in my work place. I appreciated the excellent course outline."

BY BANK DRAFT OR INTERNATIONAL MONEY ORDER:

These must be to **'Cambridge International College'** and must be in **British Pounds** or **US Dollars**. A British Pounds draft/IMO must be drawn on a bank in London (England); a US Dollars draft/IMO must be drawn on a bank in New York (USA). US\$ drafts/IMOs must be for at least US\$300.

BY DAHABSHIIL MONEY TRANSFER: A Dahabshiil Agent can send your payment to the College. You can pay the Dahabshiil Agent in your 'local' currency (or British Pounds, US Dollars or Euros). Address the transfer to:

Beneficiary: David Simon Lawson Destination: Britain Mobile/cellphone: +44 77977 13999

Post, or scan and email your details with the Dahabshiil receipt to the College. The 'sender' must show ID to the Dahabshiil Agent to validate the transfer. Ensure the mobile/cellphone number is stated.

BY PAYPAL: You can pay your Fee via PayPal on the College website; click the "Add to Basket" button on the webpage of the chosen course(s) and follow the instructions.

PayPal also allows you to send your fee using your debit or credit card, bank payment or PayPal account to: registrar@cambridgetraining.com

BY CREDIT/DEBIT CARD: All payments will be in British Pounds. The best, fastest and safest way to pay using your credit or debit card is through the CIC website: you will need to click on the "Add to Basket" button on the page of the course(s) to be enrolled for, then follow the instructions.

Alternatively you can send to CIC a signed letter which states your credit/debit card number and expiry date, your name, postal and email address, and the amount to be paid, WITH a copy of the front and back of the card (the card MUST be signed on the signature strip) and it must be your own personal card.

MONEYGRAM: You may only send a fee by MoneyGram AFTER CIC has given you authorisation AND confirmed the name of the receiver to whom the payment should be sent.

RELATIVES/FRIENDS/SPONSORS/EMPLOYERS:

You may arrange for your relatives, friends, sponsors or employers to send your completed Enrolment/Registration Form and your Fee payment to the College in Jersey, Britain.

Ngala:

"Thank you for wonderful training and quality knowledge. It boosted my experience and I was voted as Employee of the Year."

Jeremy:

"CIC is the best, with helpful and quick-to-respond staff. The study materials are very informative and easy to understand."

Maxwell:

"I achieved tremendous professional success as a result of my CIC study and Diploma - my career is really moving forward."

Goodson:

"On completing my CIC diploma I was immediately promoted to perform the duties of Management Officer."