



CYPRUS  
INSTITUTE  
*of* MARKETING  
THE CYPRUS  
BUSINESS SCHOOL

# Membership Association



Why be a  
member?

Learning never ends



# Aims

The aim of our membership scheme is to create an alumni society for our graduates who, immediately after graduation are eligible to become members. At the same time, we aim to create a community of Marketers from across the industry, who we hope to incorporate into our marketing family, helping us promote the aims of the Institute in maintaining and increasing professional standards in marketing management.

# Objectives

The objectives of the CIM Membership Association are to develop knowledge and awareness about the marketing science, provide services to members, and make the principles and practices of marketing more widely known and adopted by the business community.

# Services offered at a reduced fee

- Market Research
- Marketing & Management Consultancy
- Strategic Marketing Planning
- Personnel Recruitment
- In-Company Training
- Annual CIM Marketing Summit
- Short Courses

# Members' Benefits

- Gain the title FCIM (Fellow), MCIM (Member), or ACIM (Associate).
- Be kept up to date with marketing developments both in Cyprus and abroad and receive our electronic Journal "The Market" free of charge.
- Free subscription to the OEB/ KEADE Newsletter.
- Be invited to attend open lectures given by prominent Speakers on current business problems and trends.
- Be invited to the social gatherings of the Institute, such as the Graduation Ceremony held every September and cocktail parties.
- One year free subscription to the "Manager" Magazine.
- One year free subscription to the "Epichirimatiki" Magazine.

# Join Cyprus' Association for Marketers



## The Membership Association's Council

**George Liveras**, Chairman  
**Anna Antoniou**, Public Relations  
**Yangos Hadjiyannis**, Member  
**Garo Dadzgian**, Member  
**Christos Raspopoulos**, Member  
**Theo Hadjiyannis**, Member

## Membership Requirements

Membership to CIM is not for everyone in marketing management. Our Membership Association has very strict admission requirements and procedures. The Membership Council, meeting monthly, has to be fully convinced that an applicant is in a position to absorb and convey the messages of our aims and prove to the Membership Council that he/she has not only the necessary academic background but, most importantly, the skills and success record in the field of marketing and management.



## Membership Grades

**Associates** – Young managers 22-30 with minimum of a Higher Diploma in Business Studies or holders of the DMM (Diploma in Marketing Management) from the Cyprus Institute of Marketing plus 5 years marketing experience.

**Members** – Ages between 31-40. Should be a holder of a Bachelors Degree or equivalent with at least 10 years marketing / management experience.

**Fellows** – Must be over the age of 41, holders of at least a Masters Degree or a Post-Graduate Diploma from an accredited University and who, in the opinion of the Membership Council, have provided outstanding services to the business world.

*Note:* Candidates without the above qualifications can also be considered for membership provided that they have 15 years of business managerial experience and that the Institute is satisfied with the candidate's business performance as well as his/her integrity and standing in society.

# Application for Membership

The Cyprus Institute of Marketing

RECENT PHOTO

SERIAL NO. \_\_\_\_\_

## OFFICIAL USE ONLY

Application Approved

Application Rejected

PLEASE USE BLOCK LETTERS THROUGHOUT

1. Full name: (Mr/Mrs/Miss/Dr)  
(Underline surname/first name)

2. Date of birth:

3. Nationality:

4. Home address:  
Telephone:

5. Business address:  
Telephone:  
Fax:

6. Please address correspondence to:

Home address

Business address

7. Name of business

8. If your company is part of a parent  
group, state name and location:

9. Present position:

10. Details of present marketing duties:

## 11. Career information (prior to present post in chronological order)

FROM	TO	NAME OF COMPANY	POST HELD
1.			
2.			
3.			

## 12. Academic Qualification

FROM	TO	NAME OF INSTITUTION	QUALIFICATIONS
1.			
2.			
3.			

**13. References.** Please give the names and addresses of two persons, not relatives, who will act as your referees. The first referee should be your immediate superior and must be able to support your application by actual knowledge of your responsibilities. If you are the Head of your firm, please name two business/professional associates. Although not an essential requirement, one of the referees should preferably be a member of C.I.M. Referees will be approached at the discretion of the Membership Committee.

1st Referee:	2nd Referee:

**14.** For the sake of efficiency and to minimise handling cost Membership is ONLY offered in a LIFE Subscription basis. The rates are as follows:

	CYPRIT MEMBERS	OVERSEAS MEMBERS
ASSOCIATESHIP	€180	€250
MEMBERSHIP	€280	€350
FELLOWSHIP	€380	€450

### DECLARATION

**15.** I hereby declare that the information given above is correct. I also declare that I will abide with the rules of Membership. I fully understand that the Membership Certificate is the property of the Institute and I will return it to the Institute whenever I am asked to do so. I fully understand and wholeheartedly accept that being a member of the Institute does not entitle me or my company or my partners to any financial/legal interest and/or rights whatsoever in the Institute's business affairs.

My affiliation as a Member / Fellow of the Institute is PURELY an honorary one, and a reflection of respect, appreciation and recognition of my work done and of my contribution to the promotion of the marketing and management practices.

Finally I declare that I will do my utmost to promote and protect the good name and dignity of this Institute.

Signature of Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

PLEASE ENSURE PHOTOCOPIES OF YOUR CREDENTIALS AND PAYMENT ARE ENCLOSED AND SENT TO  
P.O. Box 25288, 1308 Nicosia, Cyprus

## Subscriptions

For the sake of efficiency and in order to minimise handling costs, Membership is ONLY offered on a LIFE subscription basis.

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FELLOWSHIP	€380	€450

The above fees must accompany the application form. In case the application is turned down, the fee will be refunded with only a small handling fee withdrawn.

## Why we keep growing?

**The Cyprus Institute of Marketing** was established in 1978 with the aim of offering high quality education and training to Cypriot executives. The demand for professionals with advanced qualifications is rapidly increasing throughout the world. Yet, professionals who have been out of education for only a few years often find themselves "out-of-date", owing this to the continuous developments in technology and changes in the social and economic environment. Continuing education is thus virtually mandatory for success. We at the CIM recognise that it is difficult for working professionals to find the time to study, while also meeting their career goals and your family needs. This is why our programmes are tailored to fit within these many demanding parameters, providing you with the needed educational exposure and at the same time, making sure your studies fit in with your life and work demands.



1978-2012  
35 Years  
of Excellence

### *CIM Membership Association*

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[www.cima.ac.cy](http://www.cima.ac.cy)