

# MSc in Strategic Marketing

## Application Process

To apply for a place, complete the application form and mail, email or fax it to:

Postgraduate Admissions  
Cranfield University  
Cranfield  
Bedford  
England MK43 0AL

Fax: +44 (0)1234 752462

Email to: [registrysom@cranfield.ac.uk](mailto:registrysom@cranfield.ac.uk)

In addition to the completed application form you will need to send the following information by post to the above address:

**Application check list:** - please check that you have included everything

Enclosed

To follow

1. Certified copy of degree certificate(s)\* or original transcript of overseas qualification  
\* Or 2 academic references if you have not yet completed your degree.
2. Statements from 2 referees if not provided under item 1 above
3. GMAT certificate
4. TOEFL/IELTS (if appropriate)
5. Application form unless already submitted by email, fax or online. Please indicate this in a covering letter.

**Please complete all sections of the application form in full and return it to the address above.** Please pass a copy of the reference request to your referees. Each reference must be returned direct to Cranfield by the referee.

All data held by the University will be treated as confidential and will only be processed for purposes connected with your studies, or your health and safety while on the University's premises, or for other legitimate reasons such as the compilation of statistics by UK government funding bodies, HESA or (where appropriate) UCAS. All data is kept and processed in accordance with current Data Protection Legislation.



Student No (Office Use Only)
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# Application for MSc in Strategic Marketing

Proposed date of entry.....

If you are applying for any other Masters degree at Cranfield, please give the title.....

**PERSONAL DETAILS**

HESA Student No (if applicable)

.....

Family name.....  
name(s).....

First

Title (Mr, Ms, Mrs, Dr etc).....

Day            Month            Year

Male/Female.....  
birth.....

Date of

Country of permanent residence.....  
Nationality.....

**CONTACT DETAILS**

Address for correspondence

Permanent address (if different from Address 1)

.....  
.....  
.....  
.....  
.....  
.....

Country (if NOT in UK)  
or Postcode (if in UK).....

Country (if NOT in UK)  
or Postcode (if in UK).....

Tel:.....

Tel:.....

Email:.....

If you are about to change address, please state when we should begin to write to you at Address 2.....

**FOR UNIVERSITY USE**

<b>REGISTRY</b>	Fee Status		HQ/LQ		Lang		QEvid	
	GMAT		How Found					

Reject [ ]

Accept [ ]

Subject to offer conditions (*please tick*):

GMAT score ..... IELTS/TOEFL ..... Degree                      References

Financial Guarantee                      Other  
.....

Signed .....

Date.....

## EDUCATIONAL HISTORY

### Schools attended since the age of 15

Dates Attended	Name and Address of School	Qualification and Grades Achieved

**HIGHER/PROFESSIONAL/VOCATIONAL EDUCATION (including current studies).** If your qualification is not from a UK university, please enter the actual title of the award (not its equivalent to the UK classification), and enclose a complete transcript of your academic records.

Dates Attended and whether Full or Part-time study	Name and Address of Institution	Subject(s) Studied or Degree Title	Qualification and Grades Achieved	UK equivalent (Registry Use Only)

Have you studied at Higher Education Level in the UK before?    Yes    "    No    "

**ENGLISH LANGUAGE QUALIFICATIONS:** If English is not your first language, please give details of English language courses attended and qualifications attained. Please include (or send later) some evidence of your English language ability. IELTS is preferred; however, if IELTS is unavailable then TOEFL is acceptable.

Examining Board/Authority	Exam Title	Result	Date

### GMAT SCORE

Date taken/to be taken	Verbal	Quantitative	Total	Analytical Writing



## EMPLOYMENT HISTORY

Dates	Job Title	Organisation Name and Address	Brief Description of Duties

**Please outline your career aspirations and how this degree programme will help you to achieve them.** (Your application will not be considered if this section has not been completed.)

**Further information: this space is left for you to add any further information which you believe may influence our decision on your application.**

**REFERENCES**

Please state below the names, addresses (and telephone numbers if known) of the referees whom you have asked to complete the reference forms. Please note: applications may not be considered until references are received. If a referee is your current employer and you do not wish, at this stage, to contact him/her, please do not write the name and address but enter 'current employer, do not contact yet'.

Name.....	Name.....
Address.....	Address.....
.....	.....
.....Postcode.....	.....Postcode.....
Tel.....	Tel.....
Fax.....	Fax.....
Email.....	Email.....

**Which other schools are you applying to?**

**FINANCIAL DETAILS**

How will your fees and living expenses be financed? Please give full details of any sponsoring organisation(s) including letters of sponsorship. Please note: if you are unable to secure sponsorship you will be personally liable for the full cost of the course.

**SOURCE OF INFORMATION**

How did you first find out about Cranfield (*please tick box*)

From a current or former student

Company Recommendation

From WWW pages

From a Directory/Prospectus

From an advert

Please state newspaper/journal and advert code (if known)

.....

British Council

Postgraduate/MBA Fair

Other (*please specify*)

.....

**DECLARATION**

I declare that the information on this form is correct to the best of my knowledge and agree, if registering as a student, to abide by all of the University's regulations.

Signed .....

Date.....



**EQUAL OPPORTUNITIES**

Cranfield University is committed to a policy of equal opportunity for all its students. Monitoring the composition of the student body will help the University to take steps to ensure that it does not discriminate. The information is used by the Department for Education and Employment and the Higher Education Statistics Agency. The classification used is in accordance with that used in the census.

<p><b>Ethnic Origin</b> I would describe my ethnic origin as <i>(please tick box):</i></p> <p>White British 11 White Irish 12 Other White Background 19 Black or Black British - Caribbean 21 Black or Black British - African 22 Other Black background 29 Asian or Asian British - Indian 31 Asian or Asian British - Pakistani 32 Asian or Asian British - Bangladeshi 33 Chinese or Other Ethnic background - Chinese 34 Other Asian background 39 Mixed – White and Black Caribbean 41 Mixed – White and Black African 42 Mixed – White and Asian 43 Other Mixed background 49 Other Ethnic background <i>(please specify)</i> 80</p> <p>.....</p>	<p><b>Disability</b> Please tick the box which best describes your status with respect to any disability:</p> <p>No known disability 00 Dyslexia 01 Blind/partially sighted 02 Deaf/have a hearing impairment 03 Wheelchair user/have mobility difficulties 04 Personal care support 05 Mental health difficulties 06 Unseen disability, eg diabetes, epilepsy, asthma 07 Multiple disabilities 08 A disability not listed above 09</p> <p><b>Is your disability</b> A registered disability A disability which is not registered</p> <p>Are you in receipt of a disabled student's allowance? Yes No</p>
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Student number

*(Office use only)*

**CONFIDENTIAL REFERENCE FORM**

**MSc IN STRATEGIC MARKETING**

**To the Applicant** (please print)

Family name .....

First name(s) ..... Date of birth .....

Proposed start date .....

Please arrange for two referees to provide a reference, preferably typewritten on letterhead paper. Select at least one referee who can comment on your recent academic ability. The second referee can be an employer or a second academic reference.

**To the Referee**

Thank you for your co-operation in completing this reference request. The person named above has applied for postgraduate study at Cranfield University. Please comment on the applicant's suitability to undertake such studies. Where possible, please try to cover the following points in your reference:

- In what capacity you have known the applicant and for how long.
- If the applicant is still studying, the likely result he or she will obtain.
- The applicant's ability to work alone and in a team.
- The applicant's general character.
- Any particular strengths or weaknesses.
- How the applicant's achievements compare to those of his or her peers.
- The applicant's skill in the use of English where English is not his or her first language.
- The applicant's intellectual capacity to complete a rigorous masters degree.

Your reply will be treated in confidence.

**Please attach this form to the reference and return both to:**

**Postgraduate Admissions**

**Cranfield University**

**Cranfield**

**Bedford**

**MK43 0AL England**

**Email: [registrysom@cranfield.ac.uk](mailto:registrysom@cranfield.ac.uk)**

**Thank you for providing this reference. For further information about this MSc programme, please visit: [www.cranfieldmsc.biz/smkt](http://www.cranfieldmsc.biz/smkt)**

Name of referee .....

Title/Post held.....

Organisation .....

Address:.....

.....

.....

Student number  
*(Office use only)*

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Organisation .....

Address:.....

.....

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