

# Registration

Diploma of Advanced Studies | Certificate of Advanced Studies | Individual modules

DAS in **Strategic Marketing** | CAS in **Branding & Digital Marketing** | CAS in **Analytical Marketing**  
2015/2016

**Please attach the following documents**

- ☐ CV in English ☐ Copy of your identity document  
☐ **Certified copies** of your qualifications ☐ Covering letter  
☐ Passport photos

**Please send your completed application file by email and by post to**

HEC Genève, formation continue  
 Strategic Marketing  
 Johanna Brunneder  
 Université de Genève  
 Boulevard du Pont-d'Arve 40  
 1211 Genève  
 Switzerland

marketing@unige.ch

The information provided will be treated in the strictest confidence in accordance with data protection legislation.

**Personal details**

*Please complete in block capitals.*

☐ Ms/Mrs ☐ Mr

Surname/Family name: ..... Maiden name: .....

First name: ..... Middle name: .....

Date of birth (day/month/year): .....

Occupation: .....

Swiss nationality: ☐ yes / ☐ no Canton: ..... Nationality (ies): .....

**Mailing address:** (tick one box only)

☐ Personal ☐ Business

**Business contact details**

Company/Institution: .....

Address: .....

Post code/City/Country: .....

Tel.: ..... Fax: .....

E-mail: .....

**Personal contact details**

Address: .....

Post code/City/Country: .....

Tel.: ..... Fax: .....

E-mail: .....

**AVS**

Since 2011, the enrolment number for students at Swiss universities is based on the AVS number.

AVS number:

**If you do not have an AVS number** (Swiss social security system), you will be allocated one by the University of Geneva. Please provide the following information in the event that your identification data (Family name, first name, date of birth) is not unique in the Swiss information system:

Surname/Family name of father : ..... First name of father : .....

Surname/Family name of mother: ..... First name of mother: .....

### Education

#### Previous university education

Have you enrolled previously in a Swiss higher education institution? Yes/No

Swiss enrolment number (SIUS)

If you are not able to provide your enrolment number, please give the name of the last higher education institution you attended in Switzerland. This will enable us to retrieve your enrolment number: .....

#### End of Study level

- ☐ Federal Certificate of Competence (CFC)
- ☐ Vocational school-leaving certificate
- ☐ General school-leaving certificate / Baccalaureate (secondary)
- ☐ Bachelor/Master from University of Applied Sciences / University of Teacher Education
- ☐ Bachelor/Master/Doctorate from University or Federal Institute of Technology
- ☐ Other: .....

#### Highest university qualification obtained

University : .....

Country: .....

City: .....

Degree (type of certificate): ☐ Bachelor ☐ Master ☐ Postgraduate Certificate ☐ PhD

Full title of qualification: .....

Start year : ..... Year of completion: .....

Number of semesters : ..... Number of ECTS credits earned : .....

### Additional information

#### How did you find out about this course? (tick all that apply)

- ☐ Personal recommendation
- ☐ My company
- ☐ Education/careers adviser
- ☐ Newspaper advertisement => state which: .....
- ☐ University of Geneva brochure / prospectus / poster / continuing education course catalogue
- ☐ University of Geneva continuing education website [www.unige.ch/formcont](http://www.unige.ch/formcont)
- ☐ Another website => state which: [www](http://www).....
- ☐ Facebook
- ☐ LinkedIn
- ☐ Google
- ☐ Direct enquiry to the University of Geneva
- ☐ E-mail advertising the course
- ☐ At a trade fair or show (e.g. Salon RH, Salon de l'Etudiant) => state which: .....
- ☐ Other: .....

#### Other experience of continuing education over the last two years:

(Please include all types of education and training, including seminars, symposia, conferences, debates, etc.)

☐ No other experience of continuing education

Number of courses of one day or less ( $\leq 8$  hours): .....

Number of courses of more than one day ( $> 8$  hours): .....

Number of award-bearing courses (Certificate/Diploma/Master of Advanced Studies, etc.): .....

**Employment**
**Are you currently in employment?**

- ☐ Yes, full-time  
☐ Yes, part-time => Percentage worked: .....%  
☐ No => because you are:    ☐ Seeking employment    ☐ On training leave    ☐ Retired  
    ☐ Other, please specify: .....

*If you are not currently in employment, please complete the section below based on the last position in which you were employed.*

**Role** (job title): .....

**Level**

- ☐ Self-employed    ☐ Senior manager    ☐ Middle manager    ☐ Employee

**Sector:**

- ☐ Self-employed business    ☐ NGO  
☐ Public administration or similar    ☐ European organisation  
☐ Association    ☐ International organisation  
☐ Private company

**Size of company:**

- ☐ 1 employee    ☐ 2 to 10 employees    ☐ 11 to 50 employees    ☐ 51 to 100 employees  
☐ 101 to 500 employees    ☐ 501 to 1000 employees    ☐ over 1,000 employees

The following three questions are optional, but help us get a better understanding of our students' situation.

The data are kept confidential and are strictly used for statistical purposes.

Civil status: ☐ single ☐ married ☐ civil partner ☐ divorced ☐ separated ☐ widowed ☐ other

Number of children: .....

Birth place: (Country : canton if Switzerland, département if France).....

**Comments** .....  
 .....

**Registration**
**I would like to enrol in the:**

- ☐ DAS in **Strategic Marketing** and agree to pay the sum of CHF 11'500 on receipt of confirmation of my registration.
- ☐ CAS in **Branding & Digital Marketing** and agree to pay the sum of CHF 5'200 on receipt of confirmation of my registration.  
I choose the following elective module: \_\_\_\_\_
- ☐ CAS in **Analytical Marketing** and agree to pay the sum of CHF 5'200 on receipt of confirmation of my registration.  
I choose the following elective module: \_\_\_\_\_

**I would like to attend the following module(s):**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Consumers Insights       | <input type="checkbox"/> Customer Relationship Management          | <input type="checkbox"/> Marketing Strategy |
| <input type="checkbox"/> Brand Management         | <input type="checkbox"/> Optimising Return on Marketing Investment | <input type="checkbox"/> Marketing 2.0      |
| <input type="checkbox"/> Service Marketing        | <input type="checkbox"/> Managing & Marketing Innovation           | <input type="checkbox"/> Advanced Pricing   |
| <input type="checkbox"/> Marketing Communications |  |   |

and agree to pay the fees due on receipt of confirmation of my registration (CHF 1'700.- per module).

**Cancellation conditions**

- Any withdrawal happening 30 open days before the start of the program will incur a fee of CHF 10% complete amount.
- Any withdrawal happening less than 30 open days before the start of the program will incur a fee of 50% of the complete amount.
- The complete amount is due as of the first day of the programme.
- In case of withdrawal, the program coordinator has to be notified in written form

The information provided will be treated in the strictest confidence in accordance with data protection legislation.

Incomplete applications will not be considered.

By signing this form, you confirm that the information you have given is correct and complete and that you have read, understood and agreed with all requirements and conditions above mentioned.

Date:.....Signature: .....