











## **Marketing Essentials**

This unit provides an introduction to the principles of marketing and includes the creation of marketing plans. Skills are developed to analyse marketing activities and to understand their contribution to the achievement of organisation objectives involving sales and customer satisfaction.

### *Learning outcomes*

- f Explain the role of marketing and how it interrelates with other functional units of an organisation*
- f Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives*
- f Develop and evaluate a basic marketing plan*

## **Understanding and Leading Change**

This unit enables students to anticipate, plan and deliver organisational change. The content includes the development of knowledge and understanding to make an effective contribution to the way in which a department or organisation manages people through change.

### *Learning Outcomes*

- f Compare ways in which change impacts on an organisation's strategy and operations*
- f Evaluate the influences that drivers of change have on organisational behavior*
- f Determine how barriers to change influence leadership decision-making*
- f Apply a range of leadership approaches to a change initiative*

## **Natural Burial Ground Management**

This unit develops the skills and knowledge necessary for the provision, layout and management of different types of natural burial grounds. This includes the administrative, financial and legal implications as well as sustainability and a customer focused approach to management.

### *Learning Outcomes*

- f Explore factors which inform the provision of natural burial grounds*
- f Explain the legal, financial and administrative implications of operating a natural burial ground*
- f Explain how natural burial grounds are operated to meet the needs of the bereaved and minimise the environmental impact of their use*
- f Develop a customer-focused approach in the management of natural burial grounds*

**7. Opportunities for further study**

The Stratford Business School can provide students with further details should they wish to continue with their studies.

**8. Application**

**Application forms contained on the following pages should be completed and forwarded to:**

Julie Darroux

[julie.darroux@iccm-uk.com](mailto:julie.darroux@iccm-uk.com)

or call - 020 8989 6112 - Trevor Robson. [trevor.robson@iccm-uk.com](mailto:trevor.robson@iccm-uk.com)



# DIPLOMA ENROLMENT APPLICATION FORM

## PERSONAL AND EMPLOYMENT DETAILS *(please type or use block letters)*

Full Name: Mr/Mrs/Miss/Ms\* *\* Delete as applicable*

Home Address:

Post Code

Email:

Home Tel No:

Order No:

Work Tel No:

Date of Birth:

Membership No:

Employer:

Invoice Address:

Post Code:

Your Job Title:

Course Required	Please tick box
1. CEMETERY MANAGEMENT	<input type="checkbox"/>
2. CREMATORIUM MANAGEMENT	<input type="checkbox"/>
3. CEMETERY AND CREMATORIUM LAW	<input type="checkbox"/>
4. MANAGING OPERATIONS AND TEAMS	<input type="checkbox"/>
5. MARKETING ESSENTIALS	<input type="checkbox"/>
6. UNDERSTANDING AND LEADING CHANGE	<input type="checkbox"/>
7. NATURAL BURIAL GROUND MANAGEMENT	<input type="checkbox"/>

I wish to enroll as a student on the ICCM Education Unit(s) listed above and confirm that I am eligible to take my chosen Unit(s), agree to pay the fees as stated and be bound by the Tuition Terms detailed in the Students Handbook.

**SIGNED:**

**DATE:**

**AUTHORISING OFFICER**

Should you require an authorising signature for the Unit(s) please arrange for the Authorising Officer to complete the section below:

**PRINT NAME:**

**SIGNED:**

**DATE:**



# ICCM Individual Member Application Form

Please read the following information before completing the application form below. If you require any further information or help with your application please contact the ICCM on the email addresses below.

## Classes of Membership

There are five classes of membership of the Institute:

[Life Members](#)

[Fellows](#)

[Members](#)

[Qualified Members](#)

[Associate Members](#)

**Life Members** and **Fellows** are those Members of the Institute who are deemed by the Board of Directors to have made a significant contribution to the work of the Institute or to the bereavement services industry. The election by the Board of Directors to one of these classes of membership is an honour and recognition of the achievement of the Member.

To qualify as a **Member** of the Institute, the applicant must be of suitable character to enjoy the status of Member, and must also hold the Institute's Diploma. Holding 5 consecutive year's certification in the Institute's Continuing Professional Development Scheme will also qualify a person to become a Member.

All successful new applicants of the Institute will be classed as **Members**. In order to be eligible for Membership, applicants must either:

- a) be students registered for the Institute's examinations, or studying under the crematorium Technicians Training Scheme or Cemetery Operatives Training Scheme, or
- b) be a non-Diploma holder gainfully employed in a burial, cremation or similar undertaking connected to the disposal of the dead or a public ancillary service thereto.

Please note that all classes of membership hold full voting rights, but that only Life Members, Fellows and Members shall be eligible to act as Directors of the Board.

## Designations

Members of the Institute may use the following abbreviations after their names to indicate their membership of a professional body:

Fellows	FICCM
Members	MICCM
Qualified Members	QMICCM

Diploma holders may add (Diploma) or (Dip) after the appropriate abbreviation.



Criteria for joining

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ICCM individual member benefits

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Application Form

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Process for joining

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Fee of the 2024/25 membership year - £95

For period until 31/03/2025

# Membership Benefits

Joining ICCM Membership, means you have access to the following benefits:

- 4 issues of the ICCM's high quality publication - The Journal - per year, physically and or electronically
- 2 free professional members for every Full corporate membership
- Free attendance at branch meetings, forums and webinars for learning and for discussing common problems
- Free technical and legal advice via telephone or email from a team of fully qualified and experienced Officers
- Discounts on all ICCM 1 day training courses
- Access to the only accredited qualifications specifically designed for cemetery and crematorium staff – the Accredited Diploma; the BTEC Accredited Crematorium Technicians Training Scheme & City and Guilds Accredited Cemetery Operatives Training Scheme.
- Mailchimp e-newsletters and technical updates announcing any new developments or changes that will affect the industry as soon as they happen
- Free access to best practice guidance and information on a range of subjects relating to bereavement services
- Representation at Government level on policy decisions
- Discounted rates for the Annual Learning Convention and Exhibition
- Access to the new fully accredited Diploma and education services
- Annual Education Seminar
- Management placement service and staff cover options available
- Access to monthly webinars on Industry wide topics and participation in discussions

## Important notes –

### NOTE

1. Professional members, unless elected as Fellows, are not eligible for membership of the Institute's Board of Directors.
2. The following are eligible and qualify to apply for Professional Membership:
  - (a) Students registered for the Institute's diploma or studying under the Crematorium Technicians Training Scheme or Cemetery Operatives Training Scheme;
  - (b) Any person employed in a burial, cremation or similar undertaking connected with the disposal of the dead or a public service ancillary thereto;
  - (c) Professional members re-admitted to membership under Article 16

APPLICATION FOR PROFESSIONAL MEMBERSHIP OF THE ICCM – Individual membership

Title -	Date of birth -
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Forename -
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Surname -
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Home address -
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Email number -
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Telephone number -
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Employer -
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Employer's address -
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Position / role -
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Declaration - I hereby confirm that I have the relevant qualifications for election as an Associate Professional Member of the ICCM and that, if so elected, I will observe the provisions of the Memorandum and Articles of Association, Byelaws and other regulations of the Institute for the time being in force
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Signed -
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Dated -
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<b>Powers of the Board of Directors</b> The Board of Directors or an officer appointed by them may determine the class of membership in the case of doubt, e.g. in the case of applications from Diploma holders or other previous Members who have let their membership lapse. The decision of the Board of Directors or their appointed officer will be final and the Board shall not be obliged to give any reason for the decision.
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<b>Please return your form only (do not send payment) to -</b>  julie.darroux@iccm-uk.com  trevor.robson@iccm-uk.com
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Number –
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Date –
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Branch –
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