

**FOUNDATION CERTIFICATE IN MARKETING COURSE CALENDAR  
Blended Online Route – September 17 start**

<b>Module 1 - Mandatory</b>	<b>Marketing Principles</b>	<b>Assessment Session</b>	<b>Results released</b>
Online Module Starts	5 Sept 17		
<b>Virtual Classroom – Overview and Expectations</b> (60 mins at 19:00)	13 Sept 17		
<b>Workshop</b> (1 day)	<b>10 Oct 17</b>		
<b>Virtual Classroom – Revision: Marketing Principles</b> (60 mins at 19:00)	<b>21 Nov 17</b>		
<b>Assessment: Marketing Principles – exam</b> (multiple choice)	<b>early Dec TBC</b>	<b>Dec 2017</b>	<b>Feb 2018</b>
<b>Module 2 - Elective</b>	<b>Customer Communications</b>		
Online Module starts	9 Jan 18		
<b>Virtual Classroom – Overview and Expectations</b> (60 mins at 19:00)	<b>15 Jan 18</b>		
<b>Workshop</b> (1 day)	<b>12 Feb 18</b>		
<b>Virtual Classroom – Syllabus input</b> (60 mins at 19:00)	<b>19 Feb 18</b>		
<b>Assessment (written assignment) - deadline</b>	<b>28 Mar 18</b>	<b>Apr 2018</b>	<b>June 2018</b>
<b>CERTIFICATE ISSUED</b>	<b>Sept 2018</b>		

This is an **intensive course** designed to be run over approx. 8 months. Delegates will need to spend approx. 12-14 hours per week studying online and reading. There is one 1.5-hour exam and one business related assignment which requires 15-20 hours to complete. Delegates will also need to attend face-to-face workshops held at Moor Hall. Virtual Classroom sessions commence at 19:00 GMT/BST. Please note: The Chartered Institute of Marketing and CIM Academy reserve the right to amend the dates and times of sessions. Delegates will, however, be notified of any changes once commencing the programme of study.

**FOUNDATION CERTIFICATE IN MARKETING COURSE CALENDAR**  
**Blended Online Route – January 2018 start**

<b>Module 1 - Mandatory</b>	<b>Marketing Principles</b>	<b>Assessment Session</b>	<b>Results released</b>
Online Module Starts	9 Jan 18		
<b>Virtual Classroom – Overview and Expectations</b> (60 mins at 19:00)	<b>17 Jan 18</b>		
<b>Workshop</b> (1 day)	<b>7 Feb 18</b>		
<b>Virtual Classroom – Revision: Marketing Principles</b> (60 mins at 19:00)	<b>14 Mar 18</b>		
<b>Assessment: Marketing Principles – exam</b> (multiple choice)	<b>end of Mar</b>	<b>Apr 2018</b>	<b>June 2018</b>
<b>Module 2 - Elective</b>	<b>Customer Communications</b>		
Online Module starts	10 Apr 18		
<b>Virtual Classroom – Overview and Expectations</b> (60 mins at 19:00)	<b>18 Apr 18</b>		
<b>Workshop</b> (1 day)	<b>10 May 18</b>		
<b>Virtual Classroom – Syllabus input</b> (60 mins at 19:00)	<b>24 May 18</b>		
<b>Assessment (written assignment) - deadline</b>	<b>28 June 18</b>	<b>July 2018</b>	<b>Sept 2018</b>
<b>CERTIFICATE ISSUED</b>	<b>Nov 2018</b>		

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