

DIPLOMA IN PROFESSIONAL MARKETING COURSE CALENDAR (DD2) – **January 2018 start**

<i>Module 1</i>	<i>Digital Strategy</i>	
	Virtual	Blended Online
Cohort Starts Online	9 Jan 18	9 Jan 18
<b>Virtual Workshop – Overview and expectations</b> (60 minutes at 19:00)	<b>22 Jan 18</b>	<b>22 Jan 18</b>
<b>Blended Route Workshop</b> (1 day)	-	<b>6 Feb 18</b> (London)
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	<b>19 Feb 18</b>	<b>19 Feb 18</b>
<b>Assignment: Digital Strategy – hand in</b>	<b>29 Mar 18</b>	<b>29 Mar 18</b>
<i>Module 2</i>	<i>Driving Digital Experience</i>	
	Virtual	Blended Online
Cohort Starts Online	10 Apr 18	10 Apr 18
<b>Virtual Workshop - Overview and expectations</b> (60 minutes at 19:00)	<b>19 Apr 18</b>	<b>19 Apr 18</b>
<b>Blended Route Workshop</b> (1 day)	-	<b>8 May 18</b> (London)
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	<b>23 May 18</b>	<b>23 May 18</b>
<b>Assignment: Driving Digital Experience – hand in</b>	<b>28 June 18</b>	<b>28 June 18</b>
<i>Module 3</i>	<i>Mastering Digital Channels</i>	
	Virtual	Blended Online
Cohort Starts Online	4 Sept 18	4 Sept 18
<b>Virtual Workshop - Overview and expectations</b> (60 minutes at 19:00)	<b>17 Sept 18</b>	<b>17 Sept 18</b>
<b>Blended Route Workshop</b> (1 day)	-	<b>1 Oct 18</b> (London)
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	<b>22 Oct 18</b>	<b>22 Oct 18</b>
<b>Assignment: Mastering Digital Channels - hand in</b>	<b>30 Nov 18</b>	<b>30 Nov 18</b>

This is an intensive course designed to be run over approx. 12 months. Delegates will need to spend approx. 12-14 hours per week studying online, reading books and writing assignments. . There are three business related assignments to complete.