

MARKETING LEADERSHIP PROGRAMME COURSE CALENDAR  
MLP3

<i>Duration</i>	<i>Module 1 - Mandatory</i>	<i>Contemporary Challenges</i>		<i>Assessment session</i>	<i>Results released</i>
	Start pre-course reading	22 Jan 18			
90 mins	Virtual Classroom	w/c 12 Feb 18			
3 days	Workshop – Strategic Challenges and Concepts	27-28 Feb - 1 Mar 18			
90 mins	Virtual Classroom	21 Mar 18			
2 days	Workshop - Contemporary Challenges	18-19 Apr 18			
90 mins	Virtual Classroom/1-to-1s	w/c 21 May 18			
2 hours	One-to-One coaching*	TBC May 18			
	Assignment deadline	15 June 18			
	<i>Module 2 - Mandatory</i>	<i>Leading Change</i>			
	Start pre-course reading	9 July 18			
90 mins	Virtual Classroom	w/c 6 Aug 18			
3 days	Workshop – Leading Change	4-6 Sept 18			
90 mins	Virtual Classroom	w/c 1 Oct 18			
2 hours	One-to-One coaching*	TBC Oct 18			
	Assignment deadline	16 Nov 18			
	<i>Module 3 – Elective</i>	<i>Managing Business Growth</i>	<i>Consultancy</i>		
	Start pre-course reading	3 Dec 18	3 Dec 18		
90 mins	Virtual Classroom	w/c 14 Jan 19	w/c 14 Jan 19		
2 days	Workshop	12-13 Feb 19	13-15 Feb 19		
90 mins	Virtual Classroom	w/c 18 Mar 19	w/c 18 Mar 19		
2 hours	One-to-One coaching*	TBC Apr 19	TBC Apr 19		
	Assignment deadline	14 June 19	14 June 19		

This is an intensive course designed to be run over approx. 18 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. 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.

\* Each delegate will receive 2 x 1 hour sessions of Executive coaching during each module. Times for these sessions will be negotiated with your coach.