

FOUNDATION CERTIFICATE IN MARKETING COURSE CALENDAR – January 2019 start

<b>Module 1 - Mandatory</b>	<b>Marketing Principles</b>			
	<b>Virtual</b>		<b>Blended</b>	
Online Module Starts	8 Jan 19		8 Jan 19	
<b>Virtual Classroom – Overview and Expectations</b> (60 mins at 19:00)	<b>16 Jan 19</b>		<b>16 Jan 19</b>	
<b>Workshop</b> (1 day)	-		<b>6 Feb 19</b>	
<b>Virtual Classroom – Revision: Marketing Principles</b> (60 mins at 19:00)	<b>6 Mar 19</b>		<b>6 Mar 19</b>	
<b>Assessment: Marketing Principles – exam</b> (multiple choice 1.5 hrs)	<b>end of Mar</b>		<b>end of Mar</b>	
<b>Module 2 - Elective</b>	<b>Customer Communications</b>		<b>Digital Essentials</b>	
	<b>Virtual</b>	<b>Blended</b>	<b>Virtual</b>	<b>Blended</b>
Module Starts Online	9 Apr 19	9 Apr 19	9 Apr 19	9 Apr 19
<b>Virtual Workshop – Customer Communications</b> (60 mins at 19:00)	<b>17 Apr 19</b>	<b>17 Apr 19</b>	<b>17 Apr 19</b>	<b>17 Apr 19</b>
<b>Workshop 2 – Customer Communications</b> (1 day)	-	<b>7 May 19</b>	-	<b>7 May 19</b>
<b>Virtual Workshop – Syllabus input</b> (60 mins at 19:00)	<b>28 May 19</b>	<b>28 May 19</b>	<b>28 May 19</b>	<b>28 May 19</b>
<b>Assignment: Customer Communications – hand in</b>	<b>28 June 19</b>	<b>28 June 19</b>	<b>28 June 19</b>	<b>28 June 19</b>

This is an intensive course designed to be run over approx. 7 months. Delegates will need to spend approx. 10 hours per week studying online, reading books and writing assignments. There is one examination of 1.5 hours and a business-related assignment.