

Module 1 - Mandatory	Marketing			
	Purely Online	Virtual	Blended	
Cohort Starts Online	08-Jan-19	08-Jan-19	08-Jan-19	
Virtual Workshop – Overview and Expectations (60 mins at 19:00)	-	17-Jan-19	17-Jan-19	
Blended Route Workshop (1 day)	-	-	06-Feb-19 London	07-Feb-19 Moor Hall
Virtual Workshop – Syllabus Input (60 mins at 19:00)	-	21-Feb-19	21-Feb-19	
Virtual Workshop – Revision and Exam Technique (60 mins at 19:00)	-	14-Mar-19	14-Mar-19	
Exam – Marketing (Multiple choice 2hr)	02-Apr-19	02-Apr-19	02-Apr-19	
Module 2 - Mandatory	Integrated Communications			
	Purely Online	Virtual	Blended	
Module Starts Online	09-Apr-19	09-Apr-19	09-Apr-19	
Virtual Workshop – Overview and Expectations (60 mins at 19:00)	-	18-Apr-19	18-Apr-19	
Blended Route Workshop (1 day)	-	-	08-May-19 London	09-May-19 Moor Hall
Virtual Workshop – Syllabus Input (60 mins at 19:00)	-	30-May-19	30-May-19	
Assignment: Integrated Communications – hand in	28-Jun-19	28-Jun-19	28-Jun-19	
Module 3 – Elective	Digital Marketing			
	Purely Online	Virtual	Blended	
Module Starts Online	03-Sep-19	03-Sep-19	03-Sep-19	
Virtual Workshop – Overview and Expectations (60 mins at 19:00)	-	12-Sep-19	12-Sep-19	
Blended Route Workshop (1 day)	-	-	02-Oct-19 London	03-Oct-19 Moor Hall
Virtual Workshop – Syllabus Input (60 mins at 19:00)	-	24-Oct-19	24-Oct-19	
Assignment – hand in	29-Nov-19	29-Nov-19	29-Nov-19	
Module 3 – Elective	Customer Experience			
	Purely Online	Virtual	Blended	
Module Starts Online	03-Sep-19	03-Sep-19	03-Sep-19	
Virtual Workshop – Overview and Expectations (60 mins at 19:00)	-	12-Sep-19	12-Sep-19	
Blended Route Workshop (1 day)	-	-	03-Oct-19 London	
Virtual Workshop – Syllabus Input (60 mins at 19:00)	-	24-Oct-19	24-Oct-19	
Assignment – hand in	29-Nov-19	29-Nov-19	29-Nov-19	

This is an intensive course designed to be run over approx. 12 months. Delegates will need to spend approx. 10 hours per week studying online, reading books and writing assignments. There is one examination of 2 hours and two business related assignments. 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.