

<b>Module 1 - Mandatory</b>	<b>Strategic Marketing</b>			
	<b>Purely Online</b>	<b>Virtual</b>	<b>Blended</b>	
Cohort Starts Online	08-Jan-19	08-Jan-19	08-Jan-19	
<b>Virtual Workshop – Overview and Expectations</b> (60 mins at 19:00)	-	15-Jan-19	15-Jan-19	
<b>Virtual Workshop – Syllabus Input</b> (60 mins at 19:00)	-	29-Jan-19	29-Jan-19	
<b>Blended Route Workshop</b> (1 day)	-	-	<b>05-Feb-19 London</b>	<b>06-Feb-19 Moor Hall</b>
<b>Virtual Workshop – Revision and Exam Technique</b> (60 mins at 19:00)	-	12-Mar-19	12-Mar-19	
<b>Exam – Strategic Marketing (3 hours)</b>	<b>02-Apr-19</b>	<b>02-Apr-19</b>	<b>02-Apr-19</b>	
<b>Module 2 - Mandatory</b>	<b>Mastering Metrics</b>			
	<b>Purely Online</b>	<b>Virtual</b>	<b>Blended</b>	
Module Starts Online	09-Apr-19	09-Apr-19	09-Apr-19	
<b>Virtual Workshop – Overview and Expectations</b> (60 mins at 19:00)	-	16-Apr-19	16-Apr-19	
<b>Blended Route Workshop</b> (1 day)	-	-	<b>07-May-19 London</b>	<b>08-May-19 Moor Hall</b>
<b>Virtual Workshop – Syllabus Input</b> (60 mins at 19:00)	-	28-May-19	28-May-19	
<b>Assignment: Mastering Metrics – hand in</b>	<b>28-Jun-19</b>	<b>28-Jun-19</b>	<b>28-Jun-19</b>	
<b>Module 3 – Elective</b>	<b>Digital Strategy</b>			
	<b>Purely Online</b>	<b>Virtual</b>	<b>Blended</b>	
Module Starts Online	03-Sep-19	03-Sep-19	03-Sep-19	
<b>Virtual Workshop – Overview and Expectations</b> (60 mins at 19:00)	-	10-Sep-19	10-Sep-19	
<b>Blended Route Workshop</b> (1 day)	-	-	<b>08-Oct-19</b>	<b>09-Oct-19</b>
<b>Virtual Workshop – Syllabus Input</b> (60 mins at 19:00)	-	22-Oct-19	22-Oct-19	
<b>Assignment – hand in</b>	<b>29-Nov-19</b>	<b>29-Nov-19</b>	<b>29-Nov-19</b>	
<b>Module 3 – Elective</b>	<b>Driving Innovation</b>			
	<b>Purely Online</b>	<b>Virtual</b>	<b>Blended</b>	
Module Starts Online	03-Sep-19	03-Sep-19	03-Sep-19	
<b>Virtual Workshop – Overview and Expectations</b> (60 mins at 19:00)	-	10-Sep-19	10-Sep-19	
<b>Blended Route Workshop</b> (1 day)	-	-	<b>08-Oct-19</b>	
<b>Virtual Workshop – Syllabus Input</b> (60 mins at 19:00)	-	22-Oct-19	22-Oct-19	
<b>Assignment – hand in</b>	<b>29-Nov-19</b>	<b>29-Nov-19</b>	<b>29-Nov-19</b>	

This is an intensive course designed to be run over approx. 12 months. Delegates will need to spend approx. 12 hours per week studying online, reading books and writing assignments. There is one examination of 3 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.