

DIGITAL DIPLOMA IN PROFESSIONAL MARKETING COURSE CALENDAR (DD2) – January 2019 start

<b>Module 1</b>	<b>Digital Strategy</b>	
	<b>Virtual</b>	<b>Blended</b>
Cohort Starts Online	8 Jan 19	8 Jan 19
<b>Virtual Workshop – Overview and expectations</b> (60 minutes at 19:00)	<b>15 Jan 19</b>	<b>15 Jan 19</b>
<b>Blended Route Workshop</b> (1 day)	-	<b>5 Feb 19 – London</b>
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	<b>21 Feb 19</b>	<b>21 Feb 19</b>
<b>Assignment: Digital Strategy – hand in</b>	<b>29 Mar 19</b>	<b>29 Mar 19</b>
<b>Module 2</b>	<b>Driving Digital Experience</b>	
	<b>Virtual</b>	<b>Blended</b>
Cohort Starts Online	9 Apr 19	19 Apr 19
<b>Virtual Workshop - Overview and expectations</b> (60 minutes at 19:00)	<b>15 Apr 18</b>	<b>15 Apr 18</b>
<b>Blended Route Workshop</b> (1 day)	-	<b>6 May 19 – London</b>
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	<b>27 May 19</b>	<b>27 May 19</b>
<b>Assignment: Driving Digital Experience – hand in</b>	<b>28 June 19</b>	<b>28 June 19</b>
<b>Module 3</b>	<b>Mastering Digital Channels</b>	
	<b>Virtual</b>	<b>Blended</b>
Cohort Starts Online	3 Sept 19	3 Sept 19
<b>Virtual Workshop - Overview and expectations</b> (60 minutes at 19:00)	<b>16 Sept 19</b>	<b>16 Sept 19</b>
<b>Blended Route Workshop</b> (1 day)	-	<b>30 Sept 19 – London</b>
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	<b>21 Oct 19</b>	<b>21 Oct 19</b>
<b>Assignment: Mastering Digital Channels - hand in</b>	<b>28 Nov 19</b>	<b>28 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. Each module is assessed by a business-related assignment.