

Module 1 - Mandatory	Strategic Marketing			
	Online	Virtual	Blended	
Cohort Starts Online	09-Apr-19	09-Apr-19	09-Apr-19	
Virtual Workshop – Overview and Expectations (60 mins at 19:00)	-	17-Apr-19	17-Apr-19	
Virtual Workshop – Syllabus Input (60 mins at 19:00)		24-Apr-19	24-Apr-19	
Blended Route Workshop (1 day)	-	-	03-May-19 London	01-May-19 Moor Hall
Virtual Workshop – Revision and Exam Technique (60 mins at 19:00)	-	12-Jun-19	12-Jun-19	
Exam – Strategic Marketing (3 hours)	09-Jul-19	09-Jun-19	09-Jul-19	
Module 2 - Mandatory	Mastering Metrics			
	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)	-	16-Apr-19	16-Apr-19	
Blended Route Workshop (1 day)	-	-	Date TBC London	Date TBC Moor Hall
Virtual Workshop – Syllabus Input (60 mins at 19:00)	-	Date TBC	Date TBC	
Assignment: Mastering Metrics – hand in	29-Nov-19	29-Nov-19	29-Nov-19	
Module 3 – Elective (Digital Strategy)	Digital Strategy			
	Purely Online	Virtual	Blended	
Module Starts Online	08-Jan-20	08-Jan-20	08-Jan-20	
Virtual Workshop – Overview and Expectations (60 mins at 19:00)	-	Date TBC	Date TBC	
Blended Route Workshop (1 day)	-	-	Date TBC London	Date TBC Moor Hall
Virtual Workshop – Syllabus Input (60 mins at 19:00)	-	Date TBC	Date TBC	
Assignment: Digital Strategy – hand in	Mar-20	Mar-20	Mar-20	
Module 3 – Elective (Driving Innovation)	Driving Innovation			
	Purely Online	Virtual	Blended	
Module Starts Online	08-Jan-20	09-Jan-20	08-Jan-20	
Virtual Workshop – Overview and Expectations (60 mins at 19:00)	-	Date TBC	Date TBC	
Blended Route Workshop (1 day)	-	-	Date TBC (London Only)	
Virtual Workshop – Syllabus Input (60 mins at 19:00)	-	Date TBC	Date TBC	
Assignment – Driving Innovation - hand in	Mar-20	Mar-20	Mar-20	

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.