



THE CHARTERED INSTITUTE OF MARKETING



FOUNDATION CERTIFICATE IN MARKETING COURSE CALENDAR (FCM14) – APRIL 2019 START – LONDON

<b>Module 1 - Mandatory</b>	<b>Marketing Principles</b>			
	<b>Virtual</b>		<b>Blended</b>	
Online Module Starts	09-Apr-19		09-Apr-19	
<b>Virtual Classroom – Overview and Expectations</b> (60 mins at 19:00)	<b>18-Apr-19</b>		<b>18-Apr-19</b>	
<b>Workshop</b> (1 day) <b>London</b>	-		<b>08-May-19 (London)</b>	
<b>Virtual Classroom – Revision: Marketing Principles</b> (60 mins at 19:00)	<b>29-May-19</b>		<b>29-May-19</b>	
<b>Assessment: Marketing Principles – exam</b> (multiple choice 1.5 hrs)	<b>End of June TBC</b>		<b>End of June TBC</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	04-Sep-19	04-Sep-19	04-Sep-19	04-Sep-19
<b>Virtual Workshop</b> (60 mins at 19:00)	<b>Date TBC</b>	<b>Date TBC</b>	<b>Date TBC</b>	<b>Date TBC</b>
<b>Workshop</b> (1 day) <b>London</b>	-	<b>Date TBC</b>	-	<b>Date TBC</b>
<b>Virtual Workshop – Syllabus input</b> (60 mins at 19:00)	<b>Date TBC</b>	<b>Date TBC</b>	<b>Date TBC</b>	<b>Date TBC</b>
<b>Assignment – hand in</b>	<b>Nov-19</b>	<b>Nov-19</b>	<b>Nov-19</b>	<b>Nov-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.

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.