

DIGITAL DIPLOMA IN PROFESSIONAL MARKETING COURSE CALENDAR (DD6) – APRIL 2019 START

<b>Module 1</b>	<b>Digital Strategy</b>	
	<b>Virtual</b>	<b>Blended</b>
Cohort Starts Online	09-April-19	09-April-19
<b>Virtual Workshop – Overview and expectations</b> (60 minutes at 19:00)	24-April-19	24-April-19
<b>Blended Route Workshop</b> (1 day) London Only	-	09-May-19 (London)
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	21-May-19	21-May-19
<b>Assignment: Digital Strategy – hand in</b>	<b>28-Jun-19</b>	<b>28-Jun-19</b>
<b>Module 2</b>	<b>Driving Digital Experience</b>	
	<b>Virtual</b>	<b>Blended</b>
Cohort Starts Online	03-Sept-19	03-Sept-19
<b>Virtual Workshop - Overview and expectations</b> (60 minutes at 19:00)	Date TBC	Date TBC
<b>Blended Route Workshop</b> (1 day) London Only	-	Date TBC (London)
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	Date TBC	Date TBC
<b>Assignment: Driving Digital Experience – hand in</b>	<b>29-Nov-19</b>	<b>29-Nov-19</b>
<b>Module 3</b>	<b>Mastering Digital Channels</b>	
	<b>Virtual</b>	<b>Blended</b>
Cohort Starts Online	<b>8-Jan-20</b>	<b>8-Jan-20</b>
<b>Virtual Workshop - Overview and expectations</b> (60 minutes at 19:00)	Date TBC	Date TBC
<b>Blended Route Workshop</b> (1 day) London Only	-	Date TBC (London)
<b>Virtual Workshop – Syllabus input</b> (60 minutes at 19:00)	Date TBC	Date TBC
<b>Assignment: Mastering Digital Channels - hand in</b>	<b>Mar-20</b>	<b>Mar-20</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. 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.