



THE CHARTERED INSTITUTE OF MARKETING

CAM ONLINE DIPLOMA IN MANAGING DIGITAL MEDIA COURSE CALENDAR (MDM)



	Duration VCs at 19:00	MDM1	MDM2	MDM3
Cohort Starts Online - Online Unit 1 starts *		5 July 10	10 Jan 11	4 July 11
Familiarisation session - Introduction to Virtual Classroom & CIMCity	30 minutes	5 July 10	11 Jan 11	4 July 11
Virtual Classroom 1 – Introduction to Digital Media & briefing the assignment	60 minutes	21 July 10	25 Jan 11	19 July 11
Practitioner Workshop 1– Implementing Digital Campaigns	1 day	9 Aug 10	16 Feb 11	9 Aug 11
Virtual Classroom 2 – Feedback on draft assignment	10 min (1-to-1)	6 Sept 10	15 Mar 11	6 Sept 11
Assessment 1: Implementing Digital Campaigns (written assignment) - hand in		17 Sept 10	25 Mar 11	16 Sept 11
Online Unit 2 starts *		20 Sept 10	28 Mar 11	19 Sept 11
Virtual Classroom 3 – Int. to Digital Media and Branding & briefing the assignment	60 minutes	5 Oct 10	11 Apr 11	4 Oct 11
Practitioner Workshop 2 – Integrating Digital Media and Branding	1 day	27 Oct 10	3 May	24 Oct 11
Virtual Classroom 4 – Feedback on draft assignment	10 min (1-to-1)	23 Nov 10	23 May 11	15 Nov 11
Assessment 2 – Integrating Digital Media and Branding (Case Study based ass.) – hand in		30 Nov 10	6 June 11	25 Nov 11
Online Unit 3 Starts *		4 Jan 11	13 June 11	9 Jan 12
Virtual Classroom 5 – Introduction to Advertising & examination techniques	60 minutes	18 Jan 11	12 July 11	24 Jan 12
Practitioner Workshop 3 – Advertising	1 day	10 Feb 11	1 Aug 11	7 Feb 12
Virtual Classroom 6 – Feedback on mock exam	10 min (1-to-1)	15 Mar 11	6 Sept 11	12 Mar 12
Online Unit 4 Starts *		21 Mar 11	12 Sept 11	19 Mar 12
Virtual Classroom 7 – Introduction to Public Relations	60 minutes	4 Apr 11	27 Sept 11	2 Apr 12
Practitioner Workshop 4 – Public Relations	1 day	6 May 11	26 Oct 11	3 May12
Virtual Classroom 8 – Feedback on mock exam	10 min (1-to-1)	23 May 11	15 Nov 11	21 May 12
Assessment 3: Advertising (exam)	2 hrs	8 June 11	30 Nov	June 12
Assessment 4: Public Relations (exam)	2 hrs	8 June 11	30 Nov	June 12
CERTIFICATE ISSUED		Oct 2011	May 2012	Oct 2012

This is an intensive course designed to be run over approx 10 months. Individual units can be completed separately. Delegates will need to spend approx. 40 –50 hours per unit studying online and reading. The Integrating Digital Media and Branding and Implementing Digital Campaigns modules are each assessed by a business related assignment which require an additional 20 – 25 hours each to complete. The Advertising and PR modules are both assessed by examination. Delegates will also need to attend 4 workshops held at Euston House in London.

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.