

**PROFESSIONAL CERTIFICATE IN MARKETING COURSE CALENDARS (Residential)**

Session	Duration	Title	PCM6	PCM7
Unit 1	3 days	<b>Marketing Essentials</b>	8-10 Sept 10	21-23 Mar 11
Unit 2	3 days	<b>Assessing the Marketing Environment</b>	4-6 Oct 10	26-28 Apr 11
		<b>Case Study Issued</b>	<b>29 Oct 10</b>	<b>6 May 11</b>
Units 1 & 2	1 day	<b>Revision</b> (Dave Vosper)	9 Nov 10	18 May 11
<b>Exam</b>		<b>Marketing Essentials (10 short Qs + mini case)</b>	<b>30 Nov 10</b>	<b>7 June 11</b>
<b>Exam</b>		<b>Assessing the Marketing Environment (case study, closed book)</b>	<b>1 Dec 10</b>	<b>8 June 11</b>
Unit 3	3 days	<b>Marketing Information and Research</b>	12-14 Jan 11	4-6 July 11
<b>Assignment 1</b>		<b>Marketing Information and Research - hand in</b>	<b>25 Feb 11</b>	<b>19 Aug 11</b>
Unit 4	3 days	<b>Stakeholder Marketing</b>	21-23 Mar 11	12-14 Sept 11
<b>Assignment 2</b>		<b>Stakeholder Marketing (Work-based Project) - hand in</b>	<b>4 May 11</b>	<b>28 Oct 11</b>
<b>Certificate Issued</b>			<b>Oct 2011</b>	<b>May 2012</b>

**This is an intensive course designed to be run over approx 9 months.** Delegates will need to spend approx. 8-10 hours per week studying and reading books. There are two examinations of 3 hours each and two business related assignments which require 25-30 hours each to complete. Delegates will also need to attend 5 workshops held at Moor Hall.

**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.