

PROFESSIONAL DIPLOMA IN MARKETING COURSE CALENDARS (Residential)

Session	Duration	Title	DM3	DM4
1	3 days	The Marketing Planning Process	20-22 Sept 10	9-11 Mar 11
2	2 days	The Role of Segmentation, Targeting & Positioning	11-12 Oct 10	11-12 Apr 11
	Assessment 1	The Marketing Planning Process (Work-based assignment)	23 Nov 10	24 May 11
3	2 days	Delivering Customer Value	9-10 Dec 10	22-23 June 11
		Case Study Issued	28 Jan 11	5 Aug 11
4	3 days	Marketing Communications and Customer Service	9-11 Feb 11	15-17 Aug 11
	Assessment 2	Delivering Customer Value Through Marketing (Case Study Exam)	1 March 11	6 Sept 11
5	2 days	Managing Marketing - Infrastructure & Finance	14-15 March 11	19-20 Sept 11
6	3 days	Managing Marketing People	11-13 April 11	17-19 Oct 11
	Assessment 3	Managing Marketing (Work-based assignment)	25 May 11	25 Nov 11
7	2 days	Project Management	6-7 June 11	8-9 Dec 11
8	3 days	Project Management in Practice	4-6 July 11	9-11 Jan 12
	Assessment 4	Project Management in Marketing (Work-based project)	17 Aug 11	22 Feb 12
Certificate Issued			Feb 2012	Aug 2012

This is an intensive course designed to be run over approx 10 months. Delegates will need to spend approx. 8-10 hours per week studying online and reading books. There is one examination of 3 hours and three business related assignments which require 40-50 hours each to complete. Delegates will also need to attend 8 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