

Certificate in Professional Marketing / Digital Marketing

Intensive Weekends

Module	Dates	Centre
Planning Campaigns (Mandatory Module)	25/26 Sep '21	Sheffield / Birmingham/London Bridge / Bristol / Maidstone / (Gatwick 25 Sep day one)
	02/03 Oct '21	Liverpool/Reading/London West / Milton Keynes / Hull / (Gatwick 2 Oct day two)
Customer Insights or Digital Marketing Techniques (Electives Module - choose one)	29/30 Jan '22	Sheffield /Birmingham/London Bridge/ Bristol / Maidstone / (Gatwick 29 Jan day one)
	05/06 Feb '22	Liverpool/Reading/London West / Milton Keynes / Hull / (Gatwick 5 Feb day two)
Applied Marketing (Mandatory Module)	14/15 May '22	Sheffield/Birmingham/London Bridge/ Bristol / Maidstone / (Gatwick 14 May day one)
	21/22 May '22	Liverpool/Reading/London West / Milton Keynes / Hull / (Gatwick 21 May day two)
Applied Marketing Revision Saturday 9.30am to 12.30pm	18 Jun '22	Liverpool/Reading/London West / Milton Keynes / Hull

Part-time Evenings

Module	Dates	Centre
Planning Campaigns (Mandatory Module)	w/c 20 Sep '21 (8 sessions, plus a briefing and workshop)	London West / London Bridge/ London City / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Customer Insights or Digital Marketing Techniques (Elective Modules - choose one)	w/c 24 Jan '22 (8 sessions, plus a briefing and workshop)	London West/ London Bridge/ London City / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Applied Marketing (Mandatory Module)	w/c 09 May '22 (6 sessions, plus weekend revision morning)	London West/ London Bridge/ London City / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Applied Marketing Revision Saturday 9.30am to 12.30pm	18 Jun '22	Liverpool/Reading/London West / Milton Keynes / Hull

Notes

For the benefit of students, all courses are subject to minimum numbers.

All weekend sessions are from 9.30am - 5.00pm unless advised otherwise.

All evening sessions are from 6.00pm - 9.00pm unless advised otherwise. Evenings sessions run on the followings days: **Monday** - except bank holidays (Reading / Uxbridge / London City), **Tuesday** (London West / Oxford / High Wycombe), **Wednesday** (Brighton / Croydon / London Bridge), **Thursday** (Bournemouth / Birmingham).

All modules can also be studied anytime using our comprehensive, fully supported online Distance Learning mode of study.

Certificate in Professional Marketing

Virtual Weekends

Module	Dates	Mode of Study
Planning Campaigns (Mandatory Module)	25/26 Sep '21 and 02/03 Oct '21	Virtual Interactive Classes
Planning Campaigns (Mandatory Module)	20/21 Nov '21 and 27/28 Nov '21	Virtual Interactive Classes
Customer Insights or Digital Marketing Techniques (Elective Modules - choose one)	29/30 Jan '22 and 05/06 Feb '22	Virtual Interactive Classes
Customer Insights or Digital Marketing Techniques (Elective Modules - choose one)	19/20 Mar '22 and 26/27 Mar '22	Virtual Interactive Classes
Applied Marketing (Mandatory Module)	14/15 and 21 May '22	Virtual Interactive Classes
Applied Marketing (Mandatory Module)	23/24 and 30 Jul '22	Virtual Interactive Classes
Applied Marketing Revision (choose one session) Saturday 9.30am to 12.30pm	18 Jun '22 or 03 Sep '22	Virtual Interactive Classes

Virtual Evenings

Module	Dates	Mode of Study
Planning Campaigns (Mandatory Module)	w/c 20 Sep '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Planning Campaigns (Mandatory Module)	w/c 15 Nov '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Customer Insights / Digital Marketing Techniques (Elective Modules - choose one)	w/c 24 Jan '22 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Customer Insights / Digital Marketing Techniques (Elective Modules - choose one)	w/c 14 Mar '22 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Applied Marketing (Mandatory Module)	w/c 09 May '22 (6 sessions, plus weekend revision morning)	Virtual Interactive Classes
Applied Marketing (Mandatory Module)	w/c 18 Jul '22 (6 sessions, plus weekend revision morning)	Virtual Interactive Classes
Applied Marketing Revision (choose one session) Saturday 9.30am to 12.30pm	18 Jun '22 or 03 Sep '22	Virtual Interactive Classes

Notes

For the benefit of students, all courses are subject to minimum numbers.

Virtual weekend classes will run in half day sessions from 9.30am to 12.30pm, unless advised otherwise. There is an extra 30 minutes on the first day to allow for introductions, so this will start at 9.00am.

Virtual evening classes are from 6.30pm – 8.30pm unless advised otherwise. There is an extra 30 minutes on the first day to allow for introductions, so this will start at 9.00am.

All modules can also be studied anytime using our comprehensive, fully support online Distance Learning mode of study.

Important Information

Closing deadline dates for CIM registration for assignments and exams:

CIM Assessment Boards	Assessment Booking Window
April 2022	1 st November 2021 to 25 th February 2022
July 2022	28 th February 2022 to 27 th May 2022
December 2022	15 th August 2022 to 28 th October 2022

To book an assessment with the CIM, students will need to have a valid CIM Membership. Students must be a current member both at the time of booking the assessment and the CIM submission deadline (Please see Important Dates for Students).