

## Diploma in Professional Digital Marketing

### Intensive Weekends

Module	Dates	Centre
Marketing & Digital Strategy (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 / Southampton (Gatwick 2 Oct day two)
Digital Optimisation (Mandatory Module)	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 / Southampton (Gatwick 5 Feb day two)
The Digital Customer Experience (Mandatory Modules)	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 / Southampton (Gatwick 21 May day two)

### Part-time Evenings

Module	Dates	Centre
Marketing & Digital Strategy (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
Digital Optimisation (Mandatory Module)	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
The Digital Customer Experience (Mandatory Module)	w/c 09 May '22 (8 sessions, plus a briefing and workshop)	London West / London Bridge/ London City / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham

### 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: **Tuesday** (London West / Oxford / High Wycombe / Reading), **Wednesday** (Brighton / Croydon / London Bridge), **Thursday** (Birmingham / Bournemouth / London City / Uxbridge).

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

## Diploma in Professional Digital Marketing

### Virtual Weekends

Module	Dates	Mode of Study
Marketing & Digital Strategy (Mandatory Module)	25/26 Sep '21 and 2/3 Oct '21	Virtual Interactive Classes
Marketing & Digital Strategy (Mandatory Module)	20/21 Nov '21 and 27/28 Nov '21	Virtual Interactive Classes
Digital Optimisation (Mandatory Module)	29/30 Jan '22 and 5/6 Feb '22	Virtual Interactive Classes
Digital Optimisation (Mandatory Module)	19/20 Mar '22 and 26/27 Mar '22	Virtual Interactive Classes
The Digital Customer Experience (Mandatory Module)	14/15 May '22 and 21/22 May '22	Virtual Interactive Classes
The Digital Customer Experience (Mandatory Module)	23/24 Jul '22 and 30/31 Jul '22	Virtual Interactive Classes

### Virtual Evenings

Module	Dates	Mode of Study
Marketing & Digital Strategy (Mandatory Module)	w/c 20 Sep '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Marketing & Digital Strategy (Mandatory Module)	w/c 15 Nov '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Digital Optimisation (Mandatory Module)	w/c 24 Jan '22 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Digital Optimisation (Mandatory Module)	w/c 14 Mar '22 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
The Digital Customer Experience (Mandatory Module)	w/c 09 May '22 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
The Digital Customer Experience (Mandatory Module)	w/c 18 Jul '22 (8 sessions, plus a briefing and workshop)	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.

## Diploma in Professional Marketing

### Important Information

Closing deadline dates for CIM registration for assignments and exams:

CIM Assessment Boards	Assessment Booking Window
April 2022	1 <sup>st</sup> November 2021 to 25 <sup>th</sup> February 2022
July 2022	28 <sup>th</sup> February 2022 to 27 <sup>th</sup> May 2022
December 2022	15 <sup>th</sup> August 2022 to 28 <sup>th</sup> 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).

## Marketing Gateway Programme / Basic Theory Courses

### MGP Virtual Evenings

	Dates	Centre
For students who are between levels, those who would like to enter the CIM programme at a higher level, or those who would like a refresher course.	14/15/16 Sep '21	Virtual Interactive Sessions
	09/10/11 Nov '21	Virtual Interactive Sessions
	18/19/20 Jan '22	Virtual Interactive Sessions
	08/09/10 Mar '22	Virtual Interactive Sessions
	03/04/05 May '22	Virtual Interactive Sessions
	12/13/14 Jul '22	Virtual Interactive Sessions

### MGP Notes

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

MGP virtual evening classes are from 6.00pm - 9.00pm unless advised otherwise.

The MGP can also be studied at anytime via distance learning using our fully comprehensive materials on Oxcom Learning.