



THE CHARTERED INSTITUTE OF MARKETING

CAM ONLINE DIPLOMA IN DIGITAL MARKETING COURSE CALENDAR



	Duration VCs at 19:00	DDM1	DDM2	DDM3
Cohort Starts Online - Online Unit 1 starts *		5 July 10	10 Jan 11	4 July 11
Familiarisation session - Introduction to Virtual Classrooms & CIMCity	30 minutes	6 July 10	10 Jan 11	4 July 11
Virtual Classroom 1 – Introduction to Digital Marketing & briefing the assignment	60 minutes	20 July 10	24 Jan 11	18 July 11
Practitioner Workshop 1 – Digital Marketing Essentials	1 day	13 Aug 10	15 Feb 11	8 Aug 11
Virtual Classroom 2 – Feedback on draft assignment	10 min (1-to-1)	2 Sept 10	14 Mar 11	5 Sept 11
Assignment 1: Digital Marketing Essentials (practical 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 – Intr. to Digital Marketing Planning & briefing the assignment	60 minutes	5/6 Oct 10	11 Apr 11	3 Oct 11
Practitioner Workshop 2 – Digital Marketing Planning	1 day	26 Oct 10	3 May 11	24 Oct 11
Virtual Classroom 4 – Feedback on draft assignment	10 min (1-to-1)	17/18 Nov 10	23 May 11	15 Nov 11
Assignment 2 – Digital Marketing Planning – hand in		30 Nov 10	6 June 11	25 Nov 11
Online Unit 3 Starts ** (Double Unit)		4 Jan 11	13 June 11	9 Jan 12
Virtual Classroom 5 – Introduction to Marketing & Consumer Behaviour & briefing the ass.	60 minutes	25 Jan 11	4 July 11	23 Jan 12
Practitioner Workshop 3 – Marketing & Consumer Behaviour	1 day	7 Feb 11	25 July 11	6 Feb 12
Practitioner Workshop 4 – Marketing & Consumer Behaviour	1 day	16 Mar 11	22 Aug 11	12 March 12
Virtual Classroom 6 – Feedback on draft assignment	10 min (1-to-1)	5 Apr 11	19 Sept 11	17 April 12
Assignment 3: Marketing & Consumer Behaviour – hand in		3 May 11	3 Oct 11	4 May 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. There is one business related assignment per unit which requires 20 – 25 hours each to complete. 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.