

ONLINE PROFESSIONAL DIPLOMA IN MARKETING COURSE CALENDAR (ITSMA)

	ITD1	Exam Board	Results
Cohort Starts Online/Online Unit 1 starts <a href="#">Assignment: The Marketing Planning Process - Start</a>	13 Sept 10		
<b>Workshop 1 - The Marketing Planning Process</b>	<b>13 Oct 10</b>		
<b>Assessment 1: The Marketing Planning Process (Work-based assignment) - hand in</b>	<b>26 Nov 10</b>	<b>Feb 11</b>	<b>25 Feb 11</b>
Online Unit 2 starts	29 Nov 10		
<b>Workshop 2 - Delivering Customer Value Through Marketing</b>	<b>20 Dec 10</b>		
<a href="#">Case Study Issued</a>	<b>28 Jan 11</b>		
<b>Workshop 3 – Revision</b> (Richard Mayer)	<b>7 Feb 11</b>		
<b>Assessment 2: Delivering Customer Value Through Marketing (Case Study Exam)</b>	<b>1 Mar 11</b>	<b>May 11</b>	<b>27 May 11</b>
Online Unit 3 starts	7 Mar 11		
<a href="#">Assignment: Managing Marketing - start</a>	<b>21 Mar 11</b>		
<b>Workshop 4 - Managing Marketing</b>	<b>15 Apr 11</b>		
<b>Assessment 3: Managing Marketing (Work-based assignment) - hand in</b>	<b>20 May 11</b>	<b>July 11</b>	<b>26 Aug 11</b>
Online Unit 4 starts	23 May 11		
<a href="#">Assignment: Project Management in Marketing - start</a>	6 June 11		
<b>Workshop 5 – Project Management in Marketing</b>	<b>24 June 11</b>		
<b>Assessment 4: Project Management in Marketing (Work-based project) - hand in</b>	<b>5 Aug 11</b>	<b>Nov 11</b>	<b>2 Dec 11</b>
Online Unit 5 starts	8 Aug 11		
<a href="#">Assignment: The Unique Considerations of Marketing Business Services &amp; Solutions - start</a>	<b>22 Aug 11</b>		
<b>Workshop 6 – The Unique Considerations of Marketing Business Services &amp; Solutions</b>	<b>5 Sept 11</b>		
<b>Assessment 5: The Unique Considerations of Marketing Business Services &amp; Solutions - hand in</b>	<b>21 Oct 11</b>	<b>Feb 12</b>	<b>24 Feb 12</b>
<b>Certificate Issued</b>	<b>May 2012</b>		

This is an intensive course designed to be run over approx 13 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 four business related assignments which require 40-50 hours each to complete. Delegates will also need to attend 6 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.