

ONLINE PROFESSIONAL CERTIFICATE IN MARKETING COURSE CALENDARS

	OPCM12 (Moor Hall)	OPCM12A (London)	OPCM13 (Moor Hall)	OPCM14 (Moor Hall)
Cohort Starts Online Online Unit 1 starts	1 Dec 10	1 Dec 10	1 Mar 11	6 June 11
Workshop 1 – Marketing Essentials	14 Dec 10	10 Dec 10	17 Mar 11	27 June 11
Online Unit 2 starts	4 Jan 11	4 Jan 11	28 Mar 11	4 July 11
Workshop 2 – Assessing the Marketing Environment	18 Jan 11	18 Jan 11	5 Apr 11	25 July 11
Case study issued	28 Jan 11	28 Jan 11	6 May 11	5 Aug 11
Workshop 3 - Revision	7 Feb 11	10 Feb 11	17 May 11	15 Aug 11
Exam – Marketing Essentials (10 short Qs + Mini case)	1 Mar 11	1 Mar 11	7 June 11	6 Sept 11
Exam – Assessing the Marketing Environment (case study, closed book)	2 Mar 11	2 Mar 11	8 June 11	7 Sept 11
Online Unit 3 Starts	7 Mar 11	7 Mar 11	13 June 11	12 Sept 11
Assignment 1: Marketing Information and Research - start	21 Mar 11	21 Mar 11	27 June 11	26 Sept 11
Workshop 4 - Marketing Information and Research	4 Apr 11	4 Apr 11	11 July 11	10 Oct 11
Assignment 1: Marketing Information and Research - hand in	27 May 11	27 May 11	26 Aug 11	25 Nov 11
Online Unit 4 starts	31 May 11	31 May 11	30 Aug 11	28 Nov 11
Assignment 2: Stakeholder Marketing (Work-based Project) - start	13 June 11	13 June 11	12 Sept 11	12 Dec 11
Workshop 5 - Stakeholder Marketing	27 June 11	28 June 11	26 Sept 11	9 Jan 12
Assignment 2: Stakeholder Marketing (Work-based Project) - hand in	12 Aug 11	12 Aug 11	11 Nov 11	24 Feb 12
CERTIFICATE ISSUED	Feb 2012	Feb 2012	May 2012	Aug 2012

This is an intensive course designed to be run over approx 9 months. Delegates will need to spend approx. 8-10 hours per week studying online and reading books. There are two examinations of 3 hours each and two business related assignments which require 25-30 hours each to complete. Delegates will also need to attend 5 workshops held at Moor Hall or in London at Euston House

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.