



	OPDM6 (Moor Hall)	OPDM6A (London)	OPDM7 (Moor Hall)
Cohort Starts Online Online Unit 1 starts <a href="#">Assignment 1: The Marketing Planning Process - Start</a>	5 Dec 10	5 Dec 10	21 Mar 11
<b>Workshop 1 - The Marketing Planning Process</b>	<b>11 Jan 11</b>	<b>7 Jan 11</b>	<b>29 Apr 11</b>
<b>Assessment 1: The Marketing Planning Process (Work-based assignment) - hand in</b>	<b>25 Feb 11</b>	<b>25 Feb 11</b>	<b>3 June 11</b>
Online Unit 2 starts	28 Feb 11	28 Feb 11	6 June 11
<b>Workshop 2 - Delivering Customer Value Through Marketing</b>	<b>21 Mar 11</b>	<b>18 Mar 11</b>	<b>4 July 11</b>
<a href="#">Case Study Issued</a>	<a href="#">6 May 11</a>	<a href="#">6 May 11</a>	<a href="#">5 Aug 11</a>
<b>Workshop 3 - Revision</b>	<b>17 May 11</b>	<b>20 May 11</b>	<b>19 Aug 11</b>
<b>Assessment 2: Delivering Customer Value Through Marketing (Case Study Exam)</b>	<b>7 June 11</b>	<b>7 June 11</b>	<b>6 Sept 11</b>
Online Unit 3 starts	13 June 11	13 June 11	12 Sept 11
<a href="#">Assignment 3: Managing Marketing - start</a>	<a href="#">27 June 11</a>	<a href="#">27 June 11</a>	<a href="#">26 Sept 11</a>
<b>Workshop 4 - Managing Marketing</b>	<b>19 July 11</b>	<b>19 July 11</b>	<b>10 Oct 11</b>
<b>Assessment 3: Managing Marketing (Work-based assignment) - hand in</b>	<b>26 Aug 11</b>	<b>26 Aug 11</b>	<b>25 Nov 11</b>
Online Unit 4 starts	30 Aug 11	30 Aug 11	28 Nov 11
<a href="#">Assignment 4: Project Management in Marketing - start</a>	<a href="#">12 Sept 11</a>	<a href="#">12 Sept 11</a>	<a href="#">12 Dec 11</a>
<b>Workshop 5 – Project Management in Marketing</b>	<b>27 Sept 11</b>	<b>27 Sept 11</b>	<b>10 Jan 12</b>
<b>Assessment 4: Project Management in Marketing (Work-based project) - hand in</b>	<b>11 Nov 11</b>	<b>11 Nov 11</b>	<b>24 Feb 12</b>
<b>Certificate Issued</b>	<b>May 2012</b>	<b>May 2012</b>	<b>Aug 12</b>

This is an intensive course designed to be run over approx 10 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 three business related assignments which require 40-50 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.