

PROFESSIONAL CERTIFICATE IN MARKETING COURSE CALENDARS (Virtual)

	Duration	VPC3	VPC4	VPC5
Cohort Starts Online - Online Unit 1 starts		4 Oct 10	1 Feb 11	9 May 11
Familiarisation session – Introduction to CIMCity	30 minutes	4 Oct 10	1 Feb 11	9 May 11
Virtual Classroom 1 – Introduction to Marketing	60 minutes	2 Nov 10	8 Mar 11	16 May 11
Virtual Classroom 2 – Marketing Essentials – Tackling the Exam	60 minutes	23 Nov 10	29 Mar 11	13 June 11
Online Unit 2 starts		29 Nov 10	4 Apr 11	20 June 11
Virtual Classroom 3 – Introduction to the Marketing Environment	60 minutes	30 Nov 10	12 Apr 11	27 June 11
Virtual Classroom 4 – Analysing & Approaching the Case Study	60 minutes	21 Dec 10	19 Apr 11	18 July 11
Submit Mock Exam – Marketing Essentials		27 Jan 11	5 May 11	4 Aug 11
Case study issued		28 Jan 11	6 May 11	5 Aug 11
Virtual Classroom 5 – Analysing the Case Study	60 minutes	1 Feb 11	10 May 11	8 Aug 11
Virtual Classroom 6 – Feedback on Mock Exam	10 min (1-to-1)	8 Feb 11	17 May 11	15 Aug 11
Virtual Classroom 7 – Revision – Marketing Essentials	90 minutes	15 Feb 11	24 May 11	22 Aug 11
Virtual Classroom 8 – Revision & Comments on Analysis	90 minutes	22 Feb 11	31 May 11	30 Aug 11
Exam – Marketing Essentials (10 short Qs + Mini case)	3 hrs	1 Mar 11	7 June 11	6 Sept 11
Exam – Assessing the Marketing Environment (case study, closed book)	3 hrs	2 Mar 11	8 June 11	7 Sept 11
Online Unit 3 Starts		7 Mar 11	13 June 11	12 Sept 11
Virtual Classroom 9 – Briefing on Assignment	60 minutes	15 Mar 11	21 June 11	19 Sept 11
Assignment 1: Marketing Information and Research - start		21 Mar 11	27 June 11	26 Sept 11
Virtual Classroom 10 - Marketing Information and Research – Asst progress	90 minutes	5 Apr 11	19 July 11	17 Oct 11
Virtual Classroom 11 – Feedback on draft assignment	10 min (1-to-1)	3 May 11	16 Aug 11	14 Nov 11
Assignment 1: Marketing Information and Research - hand in		3 June 11	26 Aug 11	25 Nov 11
Online Unit 4 starts		13 June 11	30 Aug 11	28 Nov 11
Virtual Classroom 12 – Briefing on Assignment	60 minutes	21 June 11	13 Sept 11	5 Dec 11
Assignment 2: Stakeholder Marketing (Work-based Project) - start		27 June 11	19 Sept 11	12 Dec 11
Virtual Classroom 13 - Stakeholder Marketing – Asst progress	90 minutes	19 July 11	11 Oct 11	16 Jan 12
Virtual Classroom 14 – Feedback on draft assignment	10 min (1-to-1)	17 Aug 11	15 Nov 11	13 Feb 12
Assignment 2: Stakeholder Marketing (Work-based Project) - hand in		2 Sept 11	25 Nov 11	24 Feb 12
CERTIFICATE ISSUED		Feb 2012	May 2012	Aug 2012

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 are two examinations of 3 hours each and two business related assignments which require 25-30 hours each to complete. Virtual Classroom sessions commence at 19:00 GMT/BST.

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.