

PROFESSIONAL DIPLOMA IN MARKETING COURSE CALENDARS (Virtual)

		VPD3	VPD3A	VPD4	VPD5
Cohort Starts Online - Online Unit 1 starts		18 Oct 10	18 Oct 10	21 Feb 11	23 May 11
Familiarisation session – Introduction to CIMCity		18 Oct 10	19 Oct 10	21 Feb 11	23 May 11
Virtual Classroom 1 – Introduction to Marketing Planning & briefing the assignment	60 minutes	25 Oct 10	27 Oct 10	28 Feb 11	6 June 11
Virtual Classroom 2 – Assignment Progress	90 minutes	22 Nov 10	24 Nov 10	21 Mar 11	11 July 11
Virtual Classroom 3 – Feedback on draft assignment	15 min (1-to-1)	24 Jan 11	26 Jan 11	16 May 11	18 Aug 11
Assignment 1: Marketing Planning Process - hand in		18 Feb 11	18 Feb 11	27 May 11	26 Aug 11
Online Unit 2 starts		21 Feb 11	21 Feb 11	31 May 11	30 Aug 11
Virtual Classroom 4 – Introduction to Customer Value Through Marketing	60 minutes	28 Feb 11	2 Mar 11	6 June 11	5 Sept 11
Virtual Classroom 5 – Analysing & Approaching the Case Study	60 minutes	28 Mar 11	30 Mar 11	4 July 11	3 Oct 11
Case study issued		6 May 11	6 May 11	5 August 11	28 Oct 11
Virtual Classroom 6 – Analysing the Case Study	90 minutes	9 May 11	11 May 11	8 Aug 11	31 Oct 11
Virtual Classroom 7 – Revision	90 minutes	16 May 11	18 May 11	15 Aug 11	7 Nov 11
Virtual Classroom 8 – Feedback on Case Analysis	15 min (1-to-1)	23 May 11	25 May 11	22 Aug 11	14 Nov 11
Exam – Delivering Customer Value Through Marketing (case study, closed book)	3 hrs	7 June 11	7 June 11	6 Sept 11	6 Dec 11
Online Unit 3 Starts		13 June 11	13 June 11	12 Sept 11	5 Dec 11
Virtual Classroom 9 – Introduction & briefing the assignment	60 minutes	20 June 11	22 June 11	19 Sept 11	12 Dec 11
Assignment 2: Managing Marketing start		27 June 11	27 June 11	26 Sept 11	19 Dec 11
Virtual Classroom 10 - Assignment progress	90 minutes	11 July 11	13 July 11	17 Oct 11	16 Jan 12
Virtual Classroom 11 – Feedback on draft assignment	15 min (1-to-1)	8 Aug 11	10 Aug 11	14 Nov 11	13 Feb 12
Assignment 2: Managing Marketing hand in		26 Aug 11	26 Aug 11	25 Nov 11	24 Feb 12
Online Unit 4 starts		30 Aug 11	30 Aug 11	28 Nov 11	27 Feb 12
Virtual Classroom 12 – Introduction & briefing the assignment	60 minutes	5 Sept 11	7 Sept 11	5 Dec 11	5 Mar 12
Assignment 3: Project Management for Marketing (Work-based Project) - start		12 Sept 11	12 Sept 11	12 Dec 11	12 Mar 12
Virtual Classroom 13 - Assignment progress	90 minutes	26 Sept 11	28 Sept 11	16 Jan 12	16 Apr 12
Virtual Classroom 14 – Feedback on draft assignment	15 min (1-to-1)	24 Oct 11	26 Oct 11	13 Feb 12	14 May 12
Assignment 3: Project Management for Marketing (Work-based Project) - hand in		11 Nov 11	11 Nov 11	24 Feb 12	25 May 12
CERTIFICATE ISSUED		May 2012	May 2012	Aug 2012	Oct 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 is one examination of 3 hours and three business related assignments which require 40-50 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.