

CIM Digital Strategy

Session 1: The changing Digital Environment

Session 2: Conducting an Digital Marketing Audit

Session 3: Developing Digital Objectives & Strategy

Session 4: Developing a Digital Marketing Mix (1)

Session 5: Developing a Digital Marketing Mix (2)

Session 6: Creating a Digital Action Plan

Session 7: Monitoring and Measuring Digital Marketing Plans

Session 8: Testing & Optimising Digital Marketing

All units can be studied anytime using our comprehensive, fully supported online Distance Learning mode of study.

Face to face workshops & Assignment Deadlines

Courses	Dates	Centre
Digital Strategy Induction (Oana Sav)	2 February '17 - 6 pm to 8 pm	Bucharest
Digital Strategy Intensive Weekend (Red Barrington)	4 – 5 February '17 - 9.30 am to 5 pm	Bucharest
Digital Strategy Workshop (Oana Sav)	31 March '17 - 2 pm to 6 pm	Bucharest
Digital Strategy Workshop (Oana Sav)	2 June '17 - 2 pm to 6 pm	Bucharest

Important Information

CIM Assessment Boards for the Modules and booking periods

	Booking Window*	Final Submission
July '17 Assessment Board	13 Feb – 9 June 2017	19 June 2017 (B)
Assignment Plan	18 April (Feedback on 28 April)	
Draft	19 May (Feedback on 30 May)	
*Online – Log in to your MYCIM account and register for the July 2017 Board		

Gateway Programs

Intensive Weekends

	Dates	Centre
Digital Gateway	27 October 2016 - 9.30 am to 5 pm	Bucharest
Marketing Gateway	17 – 18 February 2017 - 9.30 am to 5 pm	Bucharest
Digital Gateway	7 April 2017 - 9.30 am to 5 pm	Bucharest