

# CIM – Strategic Marketing

The Strategic Marketing Short Certificate comprises three units: **Situation Analysis, Planning and Implementation and control**, and a total of *eight learning outcomes*. For each learning outcome the students will have to complete a study session, and for each session they should allow one week of individual study.

**Session 4:** Developing a Strategic Marketing Plan

**Session 5:** Refer to Assessment Preparation Information  
**Session 6:** Resource Management

**Session 7:** Monitoring, measuring & control

**Session 8:** Refer to Assessment Preparation Information

## Learning outcomes:

**Session 1:** External Environment

**Session 2:** Internal Environment

**Session 3:** Information for Strategic Decision Making

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

Besides these approximate eight weeks of study the students have the following timetable that they should take in consideration.

## Face to face workshops

Module	Dates		Centre
Strategic Marketing – Induction	25 October 2018	5pm to 7pm	IntegralEdu
Strategic Marketing Intensive Weekend (Karl Sinnott)	3 – 4 November 2018	9:30 am – 5pm	Radisson BLU
Strategic Marketing Workshop	25 January 2019	9:30 am – 5pm	IntegralEdu

## Important Information

CIM Assessment Boards for the Modules and booking periods

	Module	Booking Window	Final Submission
December' 18 Assessment Board	Strategic Marketing	11 Jun – 2 November 2018	4-5 Dec 2018
April' 19 Assessment Board	Strategic Marketing	October 2018 – March 2019 (TBC)	March 2019 (TBC)

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## Gateway Programs

### Intensive Weekends

	Dates		Centre
Digital Gateway	2 November 2018	9:30 am – 5pm	Radisson BLU
Marketing Gateway	16-17 November 2018	9:30 am – 5pm	Radisson BLU