

Diploma in Professional Marketing

Strategic Marketing

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

Digital Strategy

Courses	Dates		Centre
Digital Strategy Induction	1 July 2019	6 pm to 8 pm	IntegralEdu
Digital Strategy Intensive Weekend (UK Trainer)	6-7 July 2019	9.30 am to 5 pm	Radisson BLU
Digital Strategy Workshop	19 October 2019	2 pm to 6 pm	IntegralEdu

Mastering Metrics

Courses	Dates		Centre
Mastering Metrics – Induction	10 October 2019	6pm to 8pm	IntegralEdu
Mastering Metrics Intensive Weekend (UK Trainer)	12-13 October 2019	9:30 am to 5pm	Radisson BLU
Mastering Metrics Workshop	21 February 2020	9:30 am to 5 pm	IntegralEdu

CIM Key Dates

	Module	Booking Window	Final Submission
April'19 Assessment Board	Strategic Marketing	5 November 2018 - 1 March 2019	2 April 2019
December'19 Assessment Board	Digital Strategy	June 17th - November 1st 2019	18 November 2019
April 2020 Assessment Board (TBC)	Mastering Metrics	4 November 2019 - 28 February 2020	24 March 2020

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