

CIM Customer Experience

The Customer Experience Short Certificate comprises three units: **Customer Context, Customer Experience and Measuring and Monitoring**, 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.

Learning outcomes:

- Session 1:** Understanding Experience
- Session 2:** The Customer Journey
- Session 3:** Delivering Service

- Session 4:** Relationship Marketing
- Session 5:** Measuring Customer Experience
- Session 6:** Customer Research
- Session 7:** Traditional Marketing Mix
- Session 8:** Enhancing Service and Relationships

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 to consideration.

Face to face workshops & Assignment Deadlines

Courses	Dates		Centre
Induction (Oana Sav)	22th October 2018	6pm to 8pm	IntegralEdu
Intensive Weekend (Debbie Pearson)	27th-28th October 2018	9.30am to 5pm	Radisson BLU
Workshop (Oana Sav)	18th January 2019	2pm to 6pm	IntegralEdu
Workshop (Oana Sav)	22th February 2019	2pm to 6pm	IntegralEdu

Important Information

	Booking Window (Log in to your MYCIM account and register for the April 2018 Board)	Final Submission
April 2019 Assessment Board	October 2018 – March 2019 (TBC)	March 2019 (TBC)

Gateway Programs

	Dates		Centre
Digital Gateway	2 November 2018	9.30am to 5pm	Radisson BLU
Marketing Gateway	17-18 November 2018	9.30am to 5pm	Radisson BLU