

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.

Blended Learning Training Days

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

CIM Key Dates

	Booking Window*	Final Submission
December'19 Assessment Board	June 17th - November 1st 2019	18 November 2019

Gateway Programs

Intensive Weekends

	Dates		Centre
Digital Gateway	18 October 2019	9.30 am to 5 pm	Radisson BLU
Marketing Gateway	25-26 October 2019	9.30 am to 5 pm	Radisson BLU

Deadline registration blended learning: 20 June 2019.