

# CIM Certificate in Professional Marketing 10 March - 9 July

- Session 1:** The Role and Function of Marketing
- Session 2:** Influences on customer behaviour
- Session 3:** Market segmentation
- Session 4:** The marketing environment and its impact on planning
- Session 5:** Gathering marketing information

- Session 6:** The marketing mix 1
- Session 7:** The marketing mix 2
- Session 8:** Applying the marketing mix

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

Blended Learning Face to Face Workshops			
Courses	Dates		Centre
Marketing Module Intensive Weekend	16-17 March	9.30 am to 5 pm	Park Inn by Radisson
Marketing Workshop	22 June	2 pm to 6 pm	Park Inn by Radisson

CIM Key Dates		
	Booking Window*	Exam at the British Council
July 2019 Assessment Board	4 March - 14 June	9 July

## Gateway Programs

Intensive Weekends			
	Dates		Centre
Marketing Gateway	14-15 June 2019	9.30 am to 5 pm	Palatul Noblesse

Deadline registration blended learning: 10 March 2019