

Professional Certificate in Marketing

Intensive Weekends

Module	Dates	Centre
Marketing Essentials	29/30 Sep '12	Reading / Milton Keynes / Hull / Liverpool
	6/7 Oct '12	Sheffield / London / Gatwick / Birmingham
	19/20 Jan '13	Liverpool / Reading
	26/27 Jan '13	London
Marketing Essentials Exam Revision	17 Aug '12	Liverpool / Reading
	18 Aug '12	London / Birmingham
	17 Nov '12	Liverpool / Reading / Milton Keynes / Hull
	18 Nov '12	London / Gatwick / Birmingham / Sheffield
Marketing Information & Research	12/13 Jan '13	Liverpool / Reading / Milton Keynes / Hull
	19/20 Jan '13	Sheffield / Birmingham / London / Gatwick
Assessing the Marketing Environment	9/10 Mar '13	Liverpool / Reading / Milton Keynes / Hull
	16/17 Mar '13	Sheffield / Birmingham / London / Gatwick
Assessing the Marketing Environment Revision / workshop Dates also for Part-time Evenings	18 May '13	Liverpool / Reading / Milton Keynes / Hull
	19 May '13	Sheffield / Birmingham / London / Gatwick / Oxford
Stakeholder Marketing	8/9 Jun '13	Liverpool / Reading / Milton Keynes / Hull
	15/16 Jun '13	Sheffield / Birmingham / London / Gatwick

Part-time Evenings

Module	Dates	Centre
Marketing Essentials	w/c 17 Sep '12	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton
Marketing Essentials Exam Revision	See dates and locations above	
Marketing Information & Research	w/c 7 Jan '13	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton
Assessing the Marketing Environment Revision	w/c 25 Feb '13	
Assessing the Marketing Environment Revision / workshop	See dates and locations above	
Stakeholder Marketing	w/c 10 Jun '13	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton

Notes

For the benefit of students, all courses are subject to minimum numbers.

All weekend sessions are from 9.30am - 5pm unless advised otherwise.

All evening sessions are from 6pm - 9pm unless advised otherwise. Evenings sessions run on the following days: **Monday** - except bank holidays (Reading / Uxbridge), **Tuesday** (London / Oxford / Brighton), **Wednesday** (Croydon / Birmingham), **Thursday** (High Wycombe)

Professional Diploma in Marketing

Intensive Weekends

Module	Dates	Centre
Marketing Planning Process	29/30 Sep '12	Liverpool / Reading / Milton Keynes / Hull
	6/7 Oct '12	Sheffield / London / Gatwick / Birmingham
	19/20 Jan '13	Liverpool / Reading
	26/27 Jan '13	London
Managing Marketing	12/13 Jan '13	Liverpool / Reading / Milton Keynes / Hull
	19/20 Jan '13	Sheffield / Birmingham / London / Gatwick
Delivering Customer Value	9/10 Mar '13	Liverpool / Reading / Milton Keynes / Hull
	16/17 Mar '13	Sheffield / Birmingham / London / Gatwick
Delivering Customer Value Revision / workshop Dates also for Part-time Evenings	18 May '13	Liverpool / Reading / Milton Keynes / Hull
	19 May '13	Sheffield / Birmingham / London / Gatwick / Oxford
Project Management in Marketing	8/9 Jun '13	Liverpool / Reading / Milton Keynes / Hull
	15/16 Jun '13	Sheffield / Birmingham / London / Gatwick

Part-time Evenings

Module	Dates	Centre
Marketing Planning Process	w/c 17 Sep '12	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Managing Marketing	w/c 7 Jan '13	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Delivering Customer Value	w/c 11 Mar '13	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Delivering Customer Value Revision / workshop	See dates and locations above	
Project Management in Marketing	w/c 10 Jun '13	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham

Notes

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Professional Postgraduate Diploma in Marketing (Stage 1)

Intensive Weekends

Module	Dates	Centre
Emerging Themes	29 Sep '12	Liverpool / Reading / Milton Keynes / Hull
	6 Oct '12	Sheffield / London / Gatwick / Birmingham / Bournemouth
	12 Jan '13	Liverpool
	19 Jan '13	London
Emerging Themes Assignment Workshop	10 Nov '12	Liverpool / Reading / Milton Keynes / Hull
	11 Nov '12	Sheffield / Birmingham / London / Gatwick / Bournemouth
	6 Apr '13	Liverpool
	7 Apr '13	London
Analysis and Decision Theory (this must be studied before taking case study)	24/25 Nov '12	Liverpool / Reading / Milton Keynes / Hull
	1/2 Dec '12	Sheffield / Birmingham / London / Gatwick / Bournemouth
Marketing Leadership and Planning	12/13 Jan '13	Liverpool / Reading / Milton Keynes / Hull
	19 / 20 Jan '13	Sheffield / Birmingham / London / Gatwick / Oxford / Bournemouth
Marketing Leadership and Planning Workshop	23 Feb '13	Liverpool / Reading / Milton Keynes / Hull
	2 Mar '13	Sheffield / Birmingham / London / Gatwick / Bournemouth
Managing Corporate Reputation	20 Jan '13	London
	8 Jun '13	Liverpool / Reading / Milton Keynes / Hull
	15 Jun '13	Sheffield / Birmingham / London / Gatwick / Bournemouth
Managing Corporate Reputation Workshop	7 Apr '13	London
	20 Jul '13	Liverpool / Reading / Milton Keynes / Hull
	21 Jul '13	Sheffield / Birmingham / London / Gatwick / Bournemouth

Part-time Evenings

Module	Dates	Centre
Emerging Themes	w/c 17 Sep '12	London / High Wycombe / Reading / Oxford / Brighton
Analysis and Decision Theory (this must be studied before taking case study)	w/c 29 Oct '12	London / High Wycombe / Reading / Oxford / Brighton
Marketing Leadership and Planning	w/c 7 Jan '13	London / High Wycombe / Reading / Oxford / Brighton
Analysis and Decision	See dates and locations on next page	
Managing Corporate Reputation	w/c 10 Jun '13	London / High Wycombe / Reading / Oxford / Brighton

Notes

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All evening sessions are from 6pm - 9pm unless advised otherwise. Evenings sessions run on the followings days: Monday - except bank holidays (Reading / Uxbridge), Tuesday (London / Oxford / Brighton / Birmingham), Wednesday (Croydon), Thursday (High Wycombe / Bournemouth)

Saturday Seminars

Module	Dates	Centre
Emerging Themes	29 Sep '12	Reading
	13 Oct '12	Reading
Emerging Themes Assignment Workshop	10 Nov '12	Reading
Analysis and Decision Theory (this must be studied before taking case study)	24 Nov '12	Reading
	1 Dec '12	Reading
	8 Dec '12	Reading
	15 Dec '12	Reading
Marketing Leadership and Planning	12 Jan '13	Reading
	26 Jan '13	Reading
	9 Feb '13	Reading
Marketing Leadership and Planning Workshop	23 Feb '13	Reading
Managing Corporate Reputation	8 Jun '13	Reading
	22 Jun '13	Reading
Managing Corporate Reputation Workshop	20 Jul '13	Reading

Analysis and Decision Case Study for Evening & Weekend Delegates December 2012 Examination

	Dates	Centre
Case Study Preparation	20 Oct '12	Liverpool
	21 Oct '12	London
Audit, Analysis & Key Issues	28 Oct '12	London / Liverpool
Strategies & Tactics	3 Nov '12	Liverpool
	4 Nov '12	London
Implementation Issues	10 Nov '12	Liverpool
	11 Nov '12	London
Feedback on Mock	1 Dec '12	Liverpool
	2 Dec '12	London
Mock Exam	19-23 Nov '12	All Centres

Analysis and Decision Case Study for Evening & Weekend Delegates June 2013 Examination

	Dates	Centre
Case Study Preparation	20 Apr '13	Liverpool / London / Bournemouth
	21 Apr '13	Oxford / Sheffield / Birmingham
Audit, Analysis & Key Issues	4 May '13	Liverpool / London / Bournemouth
	5 May '13	Oxford / Sheffield / Birmingham
Strategies & Tactics	11 May '13	Liverpool / London / Bournemouth
	12 May '13	Oxford / Sheffield / Birmingham
Implementation Issues	25 May '13	Liverpool / London / Bournemouth
	26 May '13	Oxford / Sheffield / Birmingham
Feedback on Mock	1 Jun '13	Liverpool / London / Bournemouth
	2 Jun '13	Oxford / Sheffield / Birmingham
Preparation, Audit, Analysis and Key Issues	27/28 Apr '13	Gatwick
Strategies, Tactics & Implementation Issues	18/19 May '13	Gatwick

Graduate Foundation Programme / Basic Theory Courses

Intensive Weekends

	Month & Year	Dates & Centre
For students who are between levels, those who would like to enter the CIM programme at a higher level, or those who would like a refresher course.	May '12	12/13 London
	July '12	21/22 London
	August '12	4/5 Reading 18/19 Gatwick
	September '12	1/2 Birmingham 8/9 London 8/9 Liverpool
	December '12	1/2 Liverpool 8/9 Reading
	January '13	12/13 Reading 19/20 London
	May '13	18/19 London

The GFP can also be studied via distance learning. To find out more about our comprehensive, fully supported online courses, please contact janey@oxfordcollegeofmarketing.ac.uk

Important Information

Closing dates for CIM registration for assignments and exams:

	Paper Entry	Online Entry
Dec '12 Exam Board	28 Sep '12	5 Oct '12
Mar '13 Exam Board	14 Dec '12	21 Dec '12
Jun '13 Exam Board	29 Mar '13	5 Apr '13
Sep '13 Exam Board	28 Jun '13	5 Jul '13
Dec '13 Exam Board	27 Sep '13	4 Oct '13
Mar '14 Exam Board	13 Dec '13	20 Dec '13

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