

## 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<br>Revision / workshop<br>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<br>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

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 followings days: Monday - except bank holidays (Reading / Uxbridge), Tuesday (London / Oxford / Brighton / Birmingham), Wednesday (Croydon), Thursday (High Wycombe / Bournemouth)

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### 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.

## 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<br>18/19 Gatwick                  |
|   | September '12 | 1/2 Birmingham<br>8/9 London<br>8/9 Liverpool |
|   | December '12  | 1/2 Liverpool<br>8/9 Reading                  |
|   | January '13   | 12/13 Reading<br>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](mailto:janey@oxfordcollegeofmarketing.ac.uk)