

Postgraduate Diploma in Marketing - Stage 1

Intensive Weekends

Module	Dates	Centre
Emerging Themes	17 Sep '11	Birmingham / Bournemouth
	24 Sep '11	Liverpool / Reading / Milton Keynes / Hull
	1 Oct '11	Sheffield / London / Gatwick
	7 Jan '12	Liverpool
	14 Jan '12	London
Emerging Themes Assignment Workshop	12 Nov '11	Birmingham / Bournemouth
	19 Nov '11	Liverpool / Reading / Milton Keynes / Hull
	20 Nov '11	Sheffield / London / Gatwick
	3 Mar '12	Liverpool
	11 Mar '12	London
Analysis & Decision Theory	26/27 Nov '11	Liverpool / Reading / Milton Keynes / Hull
	10/11 Dec '11	Sheffield / Birmingham / London / Gatwick / Bournemouth
Analysis & Decision Case Study - Dates also for Part-time Evenings and Analysis & Decision Saturday Seminars		
Case Study Preparation	21 Apr '12	Liverpool / London / Birmingham / Bournemouth
	22 Apr '12	Oxford / Sheffield
Audit, Analysis and Key issues	28 Apr '12	Liverpool / London / Birmingham / Bournemouth
	29 Apr '12	Oxford / Sheffield
Strategies & Tactics	5 May '12	Liverpool / London / Birmingham / Bournemouth
	6 May '12	Oxford / Sheffield
Implementation Issues	12 May '12	Liverpool / London / Birmingham / Bournemouth
	13 May '12	Oxford / Sheffield
Feedback on Mock	26 May '12	Liverpool / London / Birmingham / Bournemouth
	27 May '12	Oxford / Sheffield
Preparation, Audit, Analysis and Key Issues	28/29 Apr '12	Gatwick
Strategies, Tactics and Implementation Issues	12/13 May '12	Gatwick
Marketing Leadership & Planning	21/22 Jan '12	Liverpool / Reading / Milton Keynes / Hull
	28/29 Jan '12	Sheffield / Birmingham / London / Gatwick / Bournemouth
Marketing Leadership & Planning Assignment Workshop	3 Mar '12	Liverpool / Reading / Milton Keynes / Hull
	10 Mar '12	Sheffield / Birmingham / London / Gatwick / Bournemouth
Managing Corporate Reputation	22 Jan '12	London
	09 Jun '12	Liverpool / Reading / Milton Keynes / Hull
	16 Jun '12	Sheffield / London / Birmingham / Gatwick / Bournemouth
Managing Corporate Reputation Assignment Workshop	14 Apr '12	London
	21 Jul '12	Liverpool / Reading / Milton Keynes / Hull
	22 Jul '12	Sheffield / Birmingham / London / Gatwick / Bournemouth

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Part-time Evenings

Module	Dates	Centre
Emerging Themes	w/c 19 Sep '11	Oxford / Brighton / London / High Wycombe / Reading
Analysis & Decision	w/c 31 Oct '11	Oxford / Brighton / London / High Wycombe / Reading
Analysis & Decision Case Study	See dates and locations above	
Marketing Leadership & Planning	w/c 2 Jan '12	Oxford / Brighton / London / High Wycombe / Reading
Managing Corporate Reputation	w/c 11 Jun '12	Oxford / Brighton / London / High Wycombe / Reading

Saturday Seminars

Module	Dates	Centre
Emerging Themes	1 Oct '11	Reading
	15 Oct '11	Reading
Assignment Workshop	19 Nov '11	Reading
Analysis & Decision	29 Oct '11	Reading
	12 Nov '11	Reading
	26 Nov '11	Reading
	10 Dec '11	Reading
Marketing Leadership & Planning	21 Jan '12	Reading
	4 Feb '12	Reading
	18 Feb '12	Reading
Marketing Leadership & Planning Assignment Workshop	03 Mar '12	Reading
Managing Corporate Reputation	16 Jun '12	Reading
	30 Jun '12	Reading
Managing Corporate Reputation Assignment Workshop	21 Jul '12	Reading

For students still studying the 2009 - 2010 timetable

Module	Dates	Centre
Case Study Preparation	29 Oct '11	Liverpool
	30 Oct '11	London
Audit, Analysis and Key issues	5 Nov '11	Liverpool
	6 Nov '11	London
Strategies & Tactics	12 Nov '11	Liverpool
	13 Nov '11	London
Implementation Issues	19 Nov '11	Liverpool
	20 Nov '11	London
Feedback on Mock	3 Dec '11	Liverpool
	4 Dec '11	London
Mock Exam	18 - 25 Nov '11	All Centres

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)

Important Information

Closing dates for CIM registration for assignments and exams:

	Paper Entry	Online Entry
Dec '11 Exam Board	30 Sep '11	7 Oct '11
Mar '12 Exam Board	10 Dec '11	17 Dec '11
Jun '12 Exam Board	23 Mar '12	30 Mar '12
Sep '12 Exam Board	29 Jun '12	6 Jul '12
Dec '12 Exam Board	28 Sep '12	5 Oct '12
Mar '13 Exam Board	14 Dec '12	21 Dec '12

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