

Professional Certificate in Marketing

Intensive Weekends

Module	Dates	Centre
Marketing Essentials	17/18 Sep '11	Birmingham
	24/25 Sep '11	Liverpool / Reading / Milton Keynes / Hull
	1/2 Oct '11	Sheffield / London / Gatwick
	21 / 22 Jan '12	Liverpool / Reading
	28 / 29 Jan '12	London
Marketing Essentials Exam Revision	6 Aug '11	Liverpool / Reading
	13 Aug '11	London / Birmingham
	5 Nov '11	Liverpool / Reading / Milton Keynes / Hull
	6 Nov '11	London / Gatwick / Birmingham
	12 Nov '11	Sheffield
Marketing Information & Research	7/8 Jan '12	Liverpool / Reading / Milton Keynes / Hull
	14/15 Jan '12	Sheffield / Birmingham / London / Gatwick
Assessing the Marketing Environment	3/4 Mar '12	Liverpool / Reading / Milton Keynes / Hull
	10/11 Mar '12	Sheffield / Birmingham / London / Gatwick
Assessing the Marketing Environment Revision / workshop Dates also for Part-time Evenings	12 May '12	Liverpool / Reading / Milton Keynes / Hull
	13 May '12	Sheffield / Birmingham / London / Gatwick / Oxford
Stakeholder Marketing	9/10 Jun '12	Liverpool / Reading / Milton Keynes / Hull
	16/17 Jun '12	Sheffield / Birmingham / London / Gatwick

Part-time Evenings

Module	Dates	Centre
Marketing Essentials	w/c 19 Sep '11	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton
Marketing Essentials Exam Revision	See dates and locations above	
Marketing Information & Research	w/c 2 Jan '12	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton
Assessing the Marketing Environment	w/c 20 Feb '12	
Assessing the Marketing Environment Revision / workshop	See dates and locations above	
Stakeholder Marketing	w/c 11 Jun '12	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	17/18 Sep '11	Birmingham
	24/25 Sep '11	Liverpool / Reading / Milton Keynes / Hull
	1/2 Oct '11	Sheffield / London / Gatwick
	21/22 Jan '12	Liverpool / Reading
	28/29 Jan '12	London
Managing Marketing	7/8 Jan '12	Liverpool / Reading / Milton Keynes / Hull
	14/15 Jan '12	Sheffield / Birmingham / London / Gatwick
Delivering Customer Value	3/4 Mar '12	Liverpool / Reading / Milton Keynes / Hull
	10/11 Mar '12	Sheffield / Birmingham / London / Gatwick
Delivering Customer Value Revision / workshop Dates also for Part-time Evenings	12 May '12	Liverpool / Reading / Milton Keynes / Hull
	13 May '12	Sheffield / Birmingham / London Gatwick / Oxford
Project Management in Marketing	9/10 Jun '12	Liverpool / Reading / Milton Keynes / Hull
	16/17 Jun '12	Sheffield / Birmingham / London / Gatwick

Part-time Evenings

Module	Dates	Centre
Marketing Planning Process	w/c 19 Sep '11	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Managing Marketing	w/c 2 Jan '	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Delivering Customer Value	w/c 5 Mar '12	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 11 Jun '12	London / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham

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)

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
	10 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

Postgraduate Diploma in Marketing - Stage 1

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

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 2011	21/22 - London 21/22 - Oxford
	July 2011	23/24 - London
	August 2011	6/7 - Reading 27/28 - Gatwick
	September 2011	3/4 - Birmingham 10/11 - Liverpool 10/11 - London
	December 2011	3/4 - Liverpool 10/11 - Reading
	January 2012	7/8 - London 14/15 - Reading
	May 2012	12/13 - 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 '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.