

## Diploma in Professional Marketing

### Intensive Weekends

Module	Dates	Centre
Marketing & Digital Strategy (Mandatory Module)	26/27 Sep '20	Sheffield / Birmingham / London Bridge / Bristol / Maidstone / (Gatwick 26 Sep day one)
	03/04 Oct '20	Liverpool/Reading/London West / Milton Keynes / Hull / (Gatwick 3 Oct day two)
Innovation in Marketing (Mandatory Module)	30/31 Jan '21	Sheffield / Birmingham / London Bridge / Bristol / Maidstone / (Gatwick 30 Jan day one)
	06/07 Feb '21	Liverpool/Reading/London West / Milton Keynes / Hull / (Gatwick 6 Feb day two)
The Digital Customer Experience / Managing Brands / Resource Management (Elective Modules - choose one)	15/16 May '21	Sheffield / Birmingham / London Bridge / Bristol / Maidstone / (Gatwick 15 May day one)
	22/23 May '21	Liverpool/Reading/London West / Milton Keynes / Hull / (Gatwick 22 May day two)
The Digital Customer Experience	24/25 Jul '21	Birmingham/Liverpool/London/Reading/ Southampton

### Part-time Evenings

Module	Dates	Centre
Marketing & Digital Strategy (Mandatory Module)	w/c 21 Sep '20 (8 sessions, plus a briefing and workshop)	London West / London Bridge/ London City / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
Innovation in Marketing (Mandatory Module)	w/c 25 Jan '21 (8 sessions, plus a briefing and workshop)	London West / London Bridge/ London City / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth / Birmingham
The Digital Customer Experience / Managing Brands / Resource Management (Elective Modules - choose one)	w/c 10 May '21 (8 sessions, plus a briefing and workshop)	London West / London Bridge/ London City / Croydon / Uxbridge / High Wycombe / Reading / Oxford / Brighton / Bournemouth/ Birmingham

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

### Notes

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

All weekend sessions are from 9.30am - 5.00pm unless advised otherwise.

All evening sessions are from 6.00pm - 9.00pm unless advised otherwise. Evenings sessions run on the followings days: **Monday** - except bank holidays (Reading / Uxbridge / London City), **Tuesday** (London West / Oxford / High Wycombe), **Wednesday** (Brighton / Croydon / London Bridge), **Thursday** (Bournemouth / Birmingham).

## Diploma in Professional Marketing

### Virtual Weekends

Module	Dates	Mode of Study
Marketing & Digital Strategy (Mandatory Module)	26 Sep, 03 Oct and 10 Oct '20	Virtual Interactive Classes
Innovation in Marketing (Mandatory Module)	30 Jan, 06 Feb and 13 Feb '21	Virtual Interactive Classes
The Digital Customer Experience (Elective Module - choose one)	15 May, 22 May and 05 Jun '21	Virtual Interactive Classes
Managing Brands (Elective Module - choose one)	15 May, 22 May and 05 Jun '21	Virtual Interactive Classes
Resource Management (Elective Module - choose one)	15 May, 22 May and 05 Jun '21	Virtual Interactive Classes

### Virtual Evenings

Module	Dates	Mode of Study
Marketing & Digital Strategy (Mandatory Module)	w/c 21 Sep '20 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Marketing & Digital Strategy (Mandatory Module)	w/c 16 Nov '20 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Innovation in Marketing (Mandatory Module)	w/c 25 Jan '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
Innovation in Marketing (Mandatory Module)	w/c 15 Mar '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
The Digital Customer Experience / Managing Brands / Resource Management (Elective Modules - choose one)	w/c 10 May '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes
The Digital Customer Experience / Managing Brands / Resource Management (Elective Modules - choose one)	w/c 19 Jul '21 (8 sessions, plus a briefing and workshop)	Virtual Interactive Classes

### Notes

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

Virtual weekend classes will run over in half day sessions from 9.30am to 12.30pm, unless advised otherwise.

Virtual evening classes are from 6.30pm - 8.30pm unless advised otherwise.

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

## Diploma in Professional Marketing

### Important Information

Closing deadline dates for CIM registration for assignments and exams:

	Assessment Booking Window
April '21 Exam Board	02 Nov 2020 – 26 Feb 2021
July '21 Exam Board	01 Mar 2021 – 28 May 2021
December '21 Exam Board	16 Aug 2021 – 29 Oct 2021

To book an assessment with the CIM, students will need to have a valid CIM Membership. Students must be a current member both at the time of booking the assessment and the CIM submission deadline (Please see Important Dates for Students).

## Marketing Gateway Programme / Basic Theory Courses

### Intensive Weekends

	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.	12/13 Sep '20	Birmingham / Gatwick
	19/20 Sep '20	Reading/Liverpool/London
	16/17 Jan '21	Birmingham/Gatwick
	23/24 Jan '21	Reading/Liverpool/London
	24/25 Apr '21	Birmingham/Gatwick
	08/09 May '21	Reading/Liverpool/London
	03/04 Jul '21	Birmingham
	10/11 Jul '21	London

### Virtual Evenings

	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.	15/16/17 Sept '20	Virtual Interactive Sessions
	19/20/21 Jan '21	Virtual Interactive Sessions
	04/05/06 May '21	Virtual Interactive Sessions
	13/14/15 Jul '21	Virtual Interactive Sessions

The MGP can also be studied via distance learning. To find out more about our comprehensive, fully supported online courses, please contact [support@oxfordpeg.com](mailto:support@oxfordpeg.com).