

## Intensive One Day Workshops

Modules	Dates	Centre
Mobile Marketing Strategy (2 credits)	22 Apr' 17	London / Manchester
	23 Apr' 17	Birmingham / Reading
Content Marketing (1.5 credits)	22 Apr' 17	Birmingham / Reading
	23 Apr' 17	London / Manchester
Digital Marketing Concepts * (2 credits)	20 May' 17	London / Manchester
	21 May' 17	Birmingham / Reading
Utilising and Integrating Social Media Channels (2 credits)	20 May' 17	Birmingham / Reading
	21 May' 17	London / Manchester
Optimising Brand Online Presence * (2 credits)	24 Jun' 17	London / Manchester
	25 Jun' 17	Birmingham / Reading
Agile Marketing (1.5 credits)	24 Jun' 17	Birmingham / Reading
	25 Jun' 17	London / Manchester
Social Media and Online Audience Profiling * (1.5 credits)	29 Jul' 17	London / Manchester
	30 Jul' 17	Birmingham / Reading
Social Media Measurement and Evaluation (1.5 credits)	29 Jul' 17	Birmingham / Reading
	30 Jul' 17	London / Manchester
Search Engine Marketing Strategy * (1.5 credits)	9 Sep' 17	London / Manchester
	10 Sep' 17	Birmingham / Reading
Effective Email Marketing (2 credits)	9 Sep' 17	Birmingham / Reading
	10 Sep' 17	London / Manchester
Digital Analytics and Metrics * (2 credits)	14 Oct' 17	London / Manchester
	15 Oct' 17	Birmingham / Reading
Content Marketing (1.5 credits)	14 Oct' 17	Birmingham / Reading
	15 Oct' 17	London / Manchester
Strategic Social Media Planning * (2 credits)	18 Nov' 17	London / Manchester
	19 Nov' 17	Birmingham / Reading
Digital Display Advertising (2 credits)	18 Nov' 17	Birmingham / Reading
	19 Nov' 17	London / Manchester
Mobile Marketing Strategy (2 credits)	16 Dec' 17	London / Manchester
	17 Dec' 17	Birmingham / Reading
Online Video Marketing (1.5 credits)	16 Dec' 17	Birmingham / Reading
	17 Dec' 17	London / Manchester
Blogging as a Business Tool (2.5 credits)	27 Jan' 18	London / Manchester
	28 Jan' 18	Birmingham / Reading
Marketing for Business Success (2 credits)	27 Jan' 18	Birmingham / Reading
	28 Jan' 18	London / Manchester

## Notes

For the benefit of students, all courses are subject to minimum numbers. All weekend sessions are from 10.30am - 5pm unless advised otherwise.