

Intensive One Day Workshops

Compulsory Modules	Dates	Centre
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
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
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
Blogging as a Business Tool (1.5 credits)	27 Jan '18	London / Manchester
	28 Jan '18	Birmingham / Reading

Notes

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

* Compulsory modules