



CIM Level 4 Certificate in Professional (Digital) Marketing

- This timetable outlines the dates for your modules if you start for the March 2023 intake.
- The mode of study in this timetable is Virtual Learning.
- All modules can also be studied anytime using our comprehensive, fully supported online Distance Learning Programme.
- If you are a Distance Learning student starting in March 2023, we would recommend that you start with the Applied Marketing module. For more information, please contact support@oxfordpeg.com.
- For the benefit of students, all classes are subject to minimum numbers.

March 2023

Module: Digital Marketing Techniques / Customer Insights (Elective Module)		Week Commencing	
Virtual Evenings (8 sessions, plus an assignment briefing and Q&A)	6.30pm - 8.30pm (UK Time Zone)	Session 1	13/03/2023
		Session 2	20/03/2023
		Session 3	27/03/2023
		Assignment Briefing	27/03/2023
		Session 4	03/04/2023
		Session 5	11/04/2023
		Session 6	17/04/2023
		Session 7	24/04/2023
		Session 8	02/05/2023
		Assignment Q&A	08/05/2023

- All dates are week commencing dates.
- Virtual evening classes are from 6.30pm - 8.30pm unless advised otherwise.
- There is an extra 30 minutes for the first session to allow for introductions, so this will start at 6.00pm.
- For the benefit of students, all courses are subject to minimum numbers.

Virtual Weekends (8 sessions covered over 4 half days, with an assignment briefing and Q&A)	9.30am - 12.30pm (UK Time Zone)	Day 1	18/03/2023
		Day 2	19/03/2023
		Day 3	25/03/2023
		Day 4	26/03/2023

- Virtual weekend classes will run in half day sessions from 9.30am to 12.30pm, unless advised otherwise.
- There is an extra 30 minutes on the first day to allow for introductions, so this will start at 9.00am.
- For the benefit of students, all courses are subject to minimum numbers.

March 2023

Module: Digital Marketing Techniques / Customer Insights (Elective Module)		Week Commencing	
Virtual Afternoons (8 sessions, plus an assignment briefing and Q&A)	2.30pm - 4.30pm (UK Time Zone)	Session 1	13/03/2023
		Session 2	20/03/2023
		Session 3	27/03/2023
		Assignment Briefing	27/03/2023
		Session 4	03/04/2023
		Session 5	11/04/2023
		Session 6	17/04/2023
		Session 7	24/04/2023
		Session 8	02/05/2023
		Assignment Q&A	08/05/2023

- All dates are week commencing dates.
- Virtual afternoon classes are from 2.30pm - 4.30pm unless advised otherwise.
- There is an extra 30 minutes for the first session to allow for introductions, so this will start at 2.00pm.
- For the benefit of students, all courses are subject to minimum numbers.

July 2023

Module: Applied Marketing (Mandatory Module)		Week Commencing	
Virtual Evenings (6 sessions, plus a virtual revision morning)	6.30pm - 8.30pm (UK Time Zone)	Session 1	17/07/2023
		Session 2	24/07/2023
		Session 3	31/07/2023
		Session 4	07/08/2023
		Session 5	14/08/2023
		Session 6	21/08/2023
		Revision Morning 9.30am to 12.30pm	02/09/2023

- All dates are week commencing dates.
- Virtual evening classes are from 6.30pm - 8.30pm unless advised otherwise.
- There is an extra 30 minutes for the first session to allow for introductions, so this will start at 6.00pm.
- For the benefit of students, all courses are subject to minimum numbers.

Virtual Weekends (6 sessions, covered over 3 half days, plus a virtual revision morning)	9.30am - 12.30pm (UK Time Zone)	Day 1	22/07/2023
		Day 2	23/07/2023
		Day 3	29/07/2023
		Revision Morning	02/09/2023

- Virtual weekend classes will run in half day sessions from 9.30am to 12.30pm, unless advised otherwise.
- There is an extra 30 minutes on the first day to allow for introductions, so this will start at 9.00am.
- For the benefit of students, all courses are subject to minimum numbers.

July 2023

Module: Applied Marketing (Mandatory Module)		Week Commencing	
Virtual Afternoons (6 sessions, plus a virtual revision morning)	2.30pm - 4.30pm (UK Time Zone)	Session 1	17/07/2023
		Session 2	24/07/2023
		Session 3	31/07/2023
		Session 4	07/08/2023
		Session 5	14/08/2023
		Session 6	21/08/2023
		Revision Morning 9.30am to 12.30pm	02/09/2023

- All dates are week commencing dates.
- Virtual afternoon classes are from 2.30pm - 4.30pm unless advised otherwise.
- There is an extra 30 minutes for the first session to allow for introductions, so this will start at 2.00pm.
- For the benefit of students, all courses are subject to minimum numbers.

November 2023

Module: Planning Campaigns (Mandatory Module)		Week Commencing	
Virtual Evenings (8 sessions, plus an assignment briefing and Q&A)	6.30pm - 8.30pm (UK Time Zone)	Session 1	13/11/2023
		Session 2	20/11/2023
		Session 3	27/11/2023
		Assignment Briefing	27/11/2023
		Session 4	04/12/2023
		Session 5	11/12/2023
		Session 6	01/01/2024
		Session 7	08/01/2024
		Session 8	15/01/2024
		Assignment Q&A	22/01/2024
<ul style="list-style-type: none"> • All dates are week commencing dates. • Virtual evening classes are from 6.30pm - 8.30pm unless advised otherwise. • There is an extra 30 minutes for the first session to allow for introductions, so this will start at 6.00pm. • For the benefit of students, all courses are subject to minimum numbers. 			
Virtual Weekends (8 sessions covered over 4 half days, with an assignment briefing and Q&A)	9.30am - 12.30pm (UK Time Zone)	Day 1	18/11/2023
		Day 2	19/11/2023
		Day 3	25/11/2023
		Day 4	26/11/2023
		<ul style="list-style-type: none"> • Virtual weekend classes will run in half day sessions from 9.30am to 12.30pm, unless advised otherwise. • There is an extra 30 minutes on the first day to allow for introductions, so this will start at 9.00am. • For the benefit of students, all courses are subject to minimum numbers. 	

November 2023

Module: Planning Campaigns (Mandatory Module)		Week Commencing	
Virtual Afternoons (8 sessions, plus an assignment briefing and Q&A)	2.30pm - 4.30pm (UK Time Zone)	Session 1	13/11/2023
		Session 2	20/11/2023
		Session 3	27/11/2023
		Assignment Briefing	27/11/2023
		Session 4	04/12/2023
		Session 5	11/12/2023
		Session 6	01/01/2024
		Session 7	08/01/2024
		Session 8	15/01/2024
		Assignment Q&A	22/01/2024

- All dates are week commencing dates.
- Virtual afternoon classes are from 2.30pm - 4.30pm unless advised otherwise.
- There is an extra 30 minutes for the first session to allow for introductions, so this will start at 2.00pm.
- For the benefit of students, all courses are subject to minimum numbers.

Assessment Deadlines and Booking Information

- If you attend Digital Marketing Techniques or Customer Insights in March 2023, we recommend that you submit this assignment for the July 'B' 2023 Timetable:

Assessment Deadlines and Booking - July 'B' 2023 Timetable			
<u>Assignment Plan</u>	<u>Assignment Draft</u>	<u>Final Submission</u>	<u>Assessment Booking</u>
11 Apr '23	15 May '23	19 Jun '23	27 Feb '23 - 26 May '23
You will need to book this assessment directly with the CIM for the July 2023 Board The CIM Online Platform (Calibrand) will open for submissions on the 12 Jun '23			

- If you attend the Applied Marketing in July 2023, we recommend that you sit this exam for the December 2023 board:

Assessment Deadlines and Booking - December 2023 Board	
<u>Online Exam Window</u>	<u>Assessment Booking</u>
29 Aug '23 - 12 Jan '24	30 May '23 - 27 Oct '23
You will need to book this assessment directly with the CIM for the December 2023 Board	

- If you attend Planning Campaigns in November 2023, we recommend that you submit this assignment for the April 'B' 2024 Timetable:

Assessment Deadlines and Booking - April 'B' 2024 Timetable			
<u>Assignment Plan</u>	<u>Assignment Draft</u>	<u>Final Submission</u>	<u>Assessment Booking</u>
02 Jan '24	05 Feb '24	11 Mar '24	30 Oct '23 - 01 Mar '24
You will need to book this assessment directly with the CIM for the April 2024 Board The CIM Online Platform (Calibrand) will open for submissions on 04 Mar '24			