

CIM Level 4 Certificate in Professional & Digital Marketing

Route 1

- Includes face to face and virtual options – locations listed on our [website](#).
- Marketing Impact is a mandatory module.
- Choose one: Planning Integrated Campaigns or Responsible Marketing.
- Choose two: Content Marketing, MarTech, SEO, or Social Media Marketing.
- All modules also available via our distance learning programme.
- All classes run in UK time, see below for more information:

	Face to Face Evenings	Face to Face/Virtual 1 or 2 Day	Virtual Afternoons	Virtual Evenings
Session 1	6.00pm – 9.00pm	9.30am – 5.00pm	2.00pm – 4.30pm	6.00pm – 8.30pm
Remaining Sessions	6.00pm – 9.00pm	9.30am – 5.00pm	2.30pm – 4.30pm	6.30pm – 8.30pm
Virtual Revision Session	6.00pm – 9.00pm	9.30am – 12.30pm	2.30pm – 4.30pm	6.30pm – 8.30pm

- Class days can vary depending on availability and are subject to minimum numbers.
- Face to Face Evenings, Virtual Afternoons and Virtual Evenings are offered Monday – Thursday.
- Face to Face or Virtual 1 Day run on Thursday.
- Face to Face or Virtual 2 Day run on Wednesday and Thursday.

March 2027: Content Marketing, MarTech, Search Engine Optimisation or Social Media Marketing

Face to Face Evenings, Virtual Evenings or Virtual Afternoons

Start Date	End Date	No. of Sessions (1 per week)	Revision Session
w/c 22 Mar '27	w/c 26 Apr '27	6	Included

Face to Face 1 Day or Virtual 1 Day

Start Date	End Date	No. of Sessions	Revision Session
01 Apr '27	01 Apr '27	1 Day	15 Apr '27

Exam Recommendation: April (Session 5) 2027 Board. The dates for booking and sitting this exam can be found [here](#).

May 2027: Content Marketing, MarTech, Search Engine Optimisation or Social Media Marketing

Face to Face Evenings, Virtual Evenings or Virtual Afternoons

Start Date	End Date	No. of Sessions (1 per week)	Revision Session
w/c 10 May '27	w/c 14 Jun '27	6	Included

Face to Face 1 Day or Virtual 1 Day

Start Date	End Date	No. of Sessions	Revision Session
13 May '27	13 May '27	1 Day	03 Jun '26

Exam Recommendation: June (Session 6) 2027 Board. The dates for booking and sitting this exam can be found [here](#).

July 2027: Marketing Impact

<i>Face to Face Evenings, Virtual Evenings or Virtual Afternoons</i>			
<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions (1 per week)</i>	<i>Revision Session</i>
w/c 05 Jul '27	w/c 23 Aug '27	8	Included

<i>Face to Face 2 Day or Virtual 2 Day</i>			
<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions</i>	<i>Revision Session</i>
07 Jul '27	08 Jul '27	2 Days	TBC

Exam Recommendation: TBC

January 2028: Planning Integrated Campaigns or Responsible Marketing

<i>Face to Face Evenings, Virtual Evenings or Virtual Afternoons</i>			
<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions (1 per week)</i>	<i>Revision Session</i>
TBC	TBC	6	Included

<i>Face to Face 1 Day or Virtual 1 Day</i>			
<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions</i>	<i>Revision Session</i>
TBC	TBC	1 Day	TBC

Exam Recommendation: TBC