

CIM Level 4 Certificate in Professional & Digital Marketing

Route 2

- Includes face to face and virtual options – locations listed on our [website](#).
- Marketing Impact is a mandatory module.
- Choose both: Planning Integrated Campaigns and Responsible Marketing.
- Choose one: 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.

November 2026: Content Marketing, MarTech, Search Engine Optimisation or Social Media Marketing

Face to Face Evenings, Virtual Evenings or Virtual Afternoons

<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions (1 per week)</i>	<i>Revision Session</i>
w/c 02 Nov '26	w/c 07 Dec '26	6	Included

Face to Face 1 Day or Virtual 1 Day

<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions</i>	<i>Revision Session</i>
05 Nov '26	05 Nov '26	1 Day	26 Nov '26

Exam Recommendation: November (Session 3) 2026 Board. The dates for booking and sitting this exam can be found [here](#).

January 2027: Responsible Marketing

Face to Face Evenings, Virtual Evenings or Virtual Afternoons

<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions (1 per week)</i>	<i>Revision Session</i>
w/c 25 Jan '27	w/c 01 Mar '27	6	Included

Face to Face 1 Day or Virtual 1 Day

<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions</i>	<i>Revision Session</i>
28 Jan '27	28 Jan '27	1 Day	11 Feb '27

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

March 2027: Planning Integrated Campaigns

Face to Face Evenings, Virtual Evenings or Virtual Afternoons

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

Face to Face 1 Day or Virtual 1 Day

<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions</i>	<i>Revision Session</i>
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](#).

July 2027: Marketing Impact

Face to Face Evenings, Virtual Evenings or Virtual Afternoons

<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

Face to Face 2 Day or Virtual 2 Day

<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