

CIM Level 6 Diploma in Professional & Digital Marketing

Route 2

- Includes face to face and virtual options – locations listed on our [website](#).
- Strategy & Planning is a mandatory module.
- Choose one: Commercial Intelligence or Societal Impact.
- Choose one: Customer Journey Optimisation, Brand Proposition or Content Strategy.
- Choose one: AI Marketing, Ecommerce, Social Media Management or SEO and Paid Search Management.
- 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.
- The Marketing Gateway Programme runs only via Virtual Evenings from 6.00pm – 9.00pm.

Jan 2027: Marketing Gateway Programme (Supplementary Course)

<i>Virtual Evenings</i>			
<i>Start Date</i>	<i>End Date</i>	<i>No. of Sessions</i>	<i>Revision Session</i>
19 Jan '27	21 Jan '27	3 Evenings	N/A

January 2027: Commercial Intelligence or Societal 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 25 Jan '27	w/c 01 Mar '27	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>
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: AI Marketing, Ecommerce, Social Media Management or SEO and Paid Search Management

<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 22 Mar '27	w/c 26 Apr '27	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>
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: Customer Journey Optimisation, Content Strategy or Brand Proposition

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 10 May '27	w/c 14 Jun '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>
13 May '27	13 May '27	1 Day	03 Jun '27

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

July 2027: Strategy & Planning

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>
05 Jul '27	06 Sep '27	10	w/c TBC

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

As a reminder, Strategy and Planning is the one module that has an additional Marketing Plan component. Therefore, it is subject to its own internal deadlines for your plan and draft submissions and feedback. Please refer to the assignment timetables [here](#).