

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.

June 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>
29 Jun '27	01 Jul '27	3 Evenings	N/A

July 2027: Strategy & Planning

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

<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: 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>
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

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>
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

May 2028: Customer Journey Optimisation, Content Strategy or Brand
Proposition

<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