

## 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.

### March 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> |
| 16 Mar '27              | 18 Mar '27      | 3 Evenings             | N/A                     |

### 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

| <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 10 May '27                                                       | w/c 14 Jun '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> |
| 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: TBC

### January 2028: Commercial Intelligence or Societal 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> |
|-------------------|-----------------|-------------------------------------|-------------------------|
| TBC               | TBC             | 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> |
|-------------------|-----------------|------------------------|-------------------------|
| TBC               | TBC             | 1 Day                  | TBC                     |

Exam Recommendation: TBC