

## Part-time Evening Timetables

### Professional Certificate in Marketing (Part-time Evening Timetables)

The Professional Certificate has been designed to give students the maximum amount of teaching and time to write and complete an assignment before going on to the next topic. There are generally between 8 and 10 sessions.

Classes start at 6p.m. and finish at 9p.m.

Centre	Day	Sept - Nov 09 (w/c 14 Sept)	Dec 09 - Feb 10 (w/c 7 Dec)	Feb - May 10 (w/c 22 Feb)	May - July 10 (w/c 10 May)
<b>Reading Uxbridge</b>	Mondays	Marketing Essentials	Marketing Information & Research	Assessing the Marketing Environment	Stakeholder Marketing
<b>Oxford Brighton London Central</b>	Tuesdays	Marketing Essentials	Marketing Information & Research	Assessing the Marketing Environment	Stakeholder Marketing
<b>Croydon</b>	Wednesdays	Marketing Essentials	Marketing Information & Research	Assessing the Marketing Environment	Stakeholder Marketing
<b>High Wycombe</b>	Thursdays	Marketing Essentials	Marketing Information & Research	Assessing the Marketing Environment	Stakeholder Marketing

### Professional Diploma in Marketing (Part-time Evening Timetables)

The Professional Diploma has been designed to give students the maximum amount of teaching and time to write and complete an assignment before going on to the next topic. There are generally between 10 and 12 sessions.

Classes start at 6 p.m. and finish at 9 p.m. Please note that the 2003 Syllabus can be studied by Distance Learning until June 2010, exam or assignment options are available. Please look at the Saturday seminar programme for High Wycombe.

Centre	Day	Sept - Nov 09 (w/c 14 Sept)	Dec 09 - Feb 10 (w/c 30 Nov)	Feb - May 10 (w/c 22 Feb)	May - July 10 (w/c 10 May)
<b>Reading Uxbridge</b>	Monday (except Bank Holidays)	Marketing Planning Process	Managing Marketing	Delivering Customer Value through Marketing	Project Management in Marketing
<b>Oxford Brighton London Central</b>	Tuesdays	Marketing Planning Process	Managing Marketing	Delivering Customer Value through Marketing	Project Management in Marketing
<b>Croydon</b>	Wednesdays	Marketing Planning Process	Managing Marketing	Delivering Customer Value through Marketing	Project Management in Marketing

## Part-time Evening Timetables

### Professional Postgraduate Diploma in Marketing (Part-time Evening Timetables)

The Professional Post Graduate Diploma in Marketing has been designed to give the maximum amount of teaching. Classes start at 6 p.m. and finish at 9 p.m. Please note that the 2003 Syllabus can be studied by Distance Learning until June 2010, the exam or assignment option is available for MMP. Evening classes for the Professional Postgraduate Diploma in Marketing are not run in Reading - Saturday seminars are run instead. Please look at page 4.

Centre	Day	Sept - Dec 09 (w/c 14 Sept)	Jan - March 10 (w/c 4 Jan)	April - July 10 (w/c 12 April)	Sept - Dec 10 (Please see page 5)
<b>Oxford Brighton London Central</b>	Tuesdays	Emerging Themes and Corporate Reputation	Analysis and Decision Theory	Marketing Leadership and Planning	Analysis and Decision Case Study Preparation Saturday Seminars (Please see page 5)
<b>High Wycombe</b>	Thursdays	Emerging Themes and Corporate Reputation	Analysis and Decision Theory	Marketing Leadership and Planning	Analysis and Decision Case Study Preparation Saturday Seminars (Please see page 5)
<b>Brighton</b>	Thursdays	Strategic Marketing in Practice (case study) for 08/09 students only 2003 syllabus			
<b>Reading</b>	Saturday Seminars See page 4	Strategic Marketing in Practice (case study) for 08/09 students only 2003 syllabus		Strategic Marketing in Practice (case study) Intensive Programme only 2003 syllabus	

## Intensive Weekend Study Timetable

Induction Sessions for all levels/modes of study 9-10am are held at the first session in September.

As a weekend student, if you feel you would like additional support for your assignments, you can come to a part time evening class held for the assignment briefing and workshops. You must get the details from Jane Young and let her know you will be there.

All weekend sessions run from 9-5.

*Please note - for each module for the Certificate, Diploma and Postgraduate Diploma you ONLY need to attend 1 weekend plus the revision or review sessions if applicable.*

### Professional Certificate in Marketing - Gatwick, Sheffield, Liverpool, London, Milton Keynes, Birmingham (Intensive Weekend Study Timetable)

Sept 09	Nov/Dec 09	Jan 10	Feb/March 10	June 10
<b>Marketing Essentials</b> <b>12/13 Sept</b> Sheffield, Gatwick & Reading <b>19/20 Sept</b> Liverpool, London & Birmingham <b>26/27 Sept</b> Milton Keynes	<b>Marketing Information &amp; Research</b> <b>5/6 Dec</b> Sheffield, Gatwick, Reading & Birmingham <b>12/13 Dec</b> Milton Keynes, Liverpool & London	<b>Marketing Essentials</b> <b>30/31 Jan</b> London, Reading & Liverpool	<b>Assessing the Marketing Environment</b> <b>27/28 Feb</b> Liverpool, London & Birmingham <b>6/7 March</b> Milton Keynes, Sheffield, Gatwick & Reading	<b>Stakeholder Marketing</b> <b>12/13 June</b> Sheffield, Gatwick, Reading & Birmingham <b>19/20 June</b> Liverpool, Milton Keynes & London

### Professional Diploma in Marketing - Reading, Gatwick, Sheffield, Liverpool, London, Milton Keynes, Birmingham (Intensive Weekend Study Timetable)

Sept 09	Nov/Dec 09	Jan 10	Feb 10	June 10
<b>Marketing Planning Process</b> <b>19/20 Sept</b> Liverpool, London & Birmingham <b>12/13 Sept</b> Reading, Sheffield & Gatwick <b>26/27 Sept</b> Milton Keynes	<b>Managing Marketing</b> <b>5/6 Dec</b> Reading, Sheffield, Gatwick & Birmingham <b>12/13 Dec</b> Milton Keynes, Liverpool & London	<b>Marketing Planning Process</b> <b>30/31 Jan</b> London, Reading & Liverpool	<b>Delivering Customer Value through Marketing</b> <b>27/28 Feb</b> Liverpool, London & Birmingham <b>20/21 Feb</b> Reading, Sheffield & Gatwick <b>6/7 March</b> Milton Keynes	<b>Project Management in Marketing</b> <b>12/13 June</b> Sheffield, Gatwick, Reading, & Birmingham <b>19/20 June</b> Liverpool, London & Milton Keynes

## Intensive Weekend Study Timetable (continued)

### Chartered Postgraduate Diploma in Marketing Stage 1- Reading, Gatwick, Sheffield, Liverpool, London, Milton Keynes, Birmingham (Intensive Weekend Study Timetable)

Please note that additional days are held for Emerging Themes, Managing Corporate Reputation and Marketing Leadership to enable you to discuss your work in a group after you have your tutor feedback prior to your final submission. The Analysis and Decision Case Study will be held after the delivery of the complete syllabus and will require 5 days preparation.

September 09	January 10	March 10	September 10
<p><b>Emerging Themes and Managing Corporate Reputation</b>  <b>19/20 Sept</b> Liverpool, London &amp; Birmingham            (Workshop: Emerging Themes on 21 Nov, Workshop: Managing Corporate Reputation on 13 Feb)  <b>12/13 Sept</b> Reading, Sheffield &amp; Gatwick            (Workshop: Emerging Themes on 22 Nov, Workshop: Managing Corporate Reputation on 14 Feb)  <b>26/27 Sept</b> Milton Keynes            (Workshop: Emerging Themes on 22 Nov, Workshop: Managing Corporate Reputation on 14 Feb)</p>	<p><b>Analysis and Decision Theory</b>  <b>9/10 Jan</b> Reading, Sheffield &amp; Gatwick,  <b>16/17 Jan</b> Liverpool, London &amp; Birmingham  <b>23/24 Jan</b> Milton Keynes              5 Days exam preparation will take place in September 2010 after the whole syllabus has been completed.</p>	<p><b>Marketing Leadership and Planning</b>  <b>20/21 Mar</b> Liverpool, London &amp; Birmingham            (Workshop: 7 Aug)  <b>27/28 Mar</b> Reading, Sheffield, Gatwick &amp; Milton Keynes            (Workshop: 8 Aug)</p>	<p><b>Exam Preparation for Analysis and Decision</b>            All modules need to be studied before this exam is taken.              Analysis and Decision Case Study Preparation seminars            Please see Page 5</p>
	<p><b>Emerging Themes and Managing Corporate Reputation</b>  <b>30/31 Jan</b> Reading &amp; Liverpool            (Workshop: Emerging Themes on 27 March 2010, Workshop: Managing Corporate Reputation on 15 Jan 2011)</p>	<p><b>Managing Corporate Reputation</b>  <b>16 May</b> London            (Workshop: 10 July, London)</p>	

### Professional Diploma in Marketing - High Wycombe Saturday Seminar Programme

September 09	December 09	February 10	June 10
<p><b>Marketing Planning Process</b>  <b>19 September</b>  <b>3 October</b>  <b>17 October</b>  <b>31 October</b></p>	<p><b>Managing Marketing</b>  <b>14 November</b>  <b>21 November</b>  <b>28 November</b>  <b>12 December</b></p>	<p><b>Delivering Customer Value through Marketing</b>  <b>13 February</b>  <b>27 February</b>  <b>20 March</b>  <b>17 April</b></p>	<p><b>Project Management in Marketing</b>  <b>29 May</b>  <b>19 June</b>  <b>10 July</b>  <b>24 July</b></p>

### Chartered Postgraduate Diploma in Marketing Stage 1 - Reading Saturday Seminar Programme

September 09	January 10	March 10	September 10
<p><b>Emerging Themes and Managing Corporate Reputation</b>  <b>26 September</b>  <b>10 October</b>  <b>24 October</b>  <b>7 November</b></p>	<p><b>Analysis and Decision</b>  <b>23 January</b>  <b>6 February</b>  <b>20 February</b>  <b>6 March</b></p>	<p><b>Marketing Leadership and Planning</b>  <b>27 March</b>  <b>10 April</b>  <b>24 April</b>  <b>8 May</b></p>	<p><b>Analysis and Decision Case Study Preparation</b>            (Analysis and Decision Case Study Preparation seminars            Please see Page 5)</p>

## Intensive Weekend Study Timetable (continued)

### Oxford Strategic Marketing and Practice (Case Study) Preparatory Seminar Programme 2009, 2003 Syllabus

<b>Oxford:</b> <b>12 September</b> <b>3 October</b> <b>17 October</b>
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### Strategic Marketing in Practice (case study) 2003 Syllabus

	December 09 Exam	June 10
<b>Preparation day for distance/weekend students</b>	<b>17 Oct</b> Liverpool <b>25 Oct</b> Sheffield, Gatwick & Oxford	<b>24 April</b> Oxford
<b>Audit &amp; SWOT</b>	<b>7 Nov</b> Liverpool <b>8 Nov</b> Sheffield, Gatwick & Oxford	<b>8 May</b> Oxford
<b>Strategies</b>	<b>14 Nov</b> Liverpool & Oxford <b>15 Nov</b> Sheffield & Gatwick	<b>15 May</b> Oxford
<b>Plans</b>	<b>21 Nov</b> Liverpool <b>22 Nov</b> Sheffield, Gatwick & Oxford	<b>22 May</b> Oxford
<b>Mock Exam</b>	<b>25 Nov</b> All centres	<b>26 May</b> Oxford
<b>Feedback</b>	<b>28 Nov</b> Liverpool <b>29 Nov</b> Sheffield, Gatwick & Oxford	<b>29 May</b> Oxford

**SMIP Case Study evenings and weekends are subject to minimum numbers as group work is vital.**

- The order of the programme follows the recommended order of study of the modules for all stages, but you can start at any time and delay your assessments until the appropriate time. The modules for the PGDIP need to be completed before you take the Case Study exam on the 2009 syllabus.
- For the Postgraduate Diploma Strategic Marketing in Practice module (case study) 2003 syllabus students need to be able to attend all weekend sessions as you will be working in groups.

### Analysis and Decision (Case Study)

#### December 10 Exam

<b>Preparation Day</b>	<b>30 Oct</b> Liverpool, Oxford & Brighton <b>31 Oct</b> London
<b>Analysis &amp; Audit</b>	<b>6 Nov</b> Liverpool, Oxford & Brighton <b>7 Nov</b> London
<b>Strategy Development</b>	<b>13 Nov</b> Liverpool & Brighton <b>14 Nov</b> London & Oxford
<b>Plans, Implementation &amp; Control</b>	<b>20 Nov</b> Liverpool, Oxford & Brighton <b>21 Nov</b> London
<b>Mock Exam</b>	<b>24 Nov</b>
<b>Mock Exam Feedback</b>	<b>27 Nov</b> Liverpool, Oxford & Brighton <b>28 Nov</b> London

### Chartered Postgraduate Diploma in Marketing Stage 2

Activity	Date & Centre	Date & Centre
<b>Introduction</b>	<b>3 Oct</b> Reading	<b>6 March</b> Liverpool & London
<b>Project Review</b>	<b>6 Feb</b> Reading	<b>3 July</b> Liverpool & London
<b>Self assessment evaluation</b>	<b>5 June</b> Reading	<b>6 Nov</b> Liverpool & London

## Exam Revision

Module	Centre	Date
<b>Certificate Marketing Essentials</b>	Liverpool, Milton Keynes, Birmingham Reading Sheffield, London Oxford, Gatwick	14 November 09 15 November 09 21 November 09 22 November 09
<b>Certificate Assessing the Marketing Environment</b>	Liverpool, Milton Keynes, Birmingham Sheffield, London Oxford, Gatwick Reading	22 May 10 23 May 10 16 May 10 22 May 10
<b>Delivering Customer Value through Marketing</b>	Liverpool, Milton Keynes, Birmingham Reading, Sheffield, London Oxford, Gatwick	22 May 10 23 May 10

**Please note all revision sessions are held over the weekend from 10am - 4pm. All revision sessions will be subject to minimum numbers and this may mean you will need to travel to another centre. You can come to as many revision sessions as you need across the venues.**

## Graduate Foundation Programme - Essential Basic Marketing Theory

Candidates for the Professional Diploma and the Professional Postgraduate Diploma who do not fulfil the CIM entry requirements who have marketing experience and who want to go on a higher level course will be offered an overview of Marketing Theory on the Graduate Foundation Programme.

The Intensive Weekends supported by distance learning material will be held on the following dates:

Centre	2009			2010	
<b>Reading</b>	4 & 5 July	22 & 23 August		9 & 10 January	
<b>Gatwick</b>	27 & 28 June	22 & 23 August			
<b>London</b>	4 & 5 July	5 & 6 September	7 & 8 November	16 & 17 January	8 & 9 May
<b>Liverpool</b>		22 & 23 August		16 & 17 January	
<b>Sheffield</b>		5 & 6 September			
<b>Birmingham</b>	27 & 28 June	5 & 6 September			15 & 16 May
<b>Milton Keynes</b>		22 & 23 August			
<b>Oxford</b>	15 & 16 August		31 Oct & 1 Nov		15 & 16 May

**As courses need a sufficient number of students, you may be asked to attend another venue if the numbers are insufficient.**