

Module 1 – Applied Marketing (Assessed by Exam)		
Induction	Receive Welcome & get to know course	16 th March 2020
Module 1	Unit 1a The Marketing Concept	23 rd March
	Unit 1b The Marketing Concept	30 th March
	Unit 2a Analysis and Insight	6 th April
	Unit 2b Analysis and Insight	13 th April
	Unit 3a Marketing Mix	20 th April
	Unit 3b Marketing Mix	27 th April

Module 1 – Assessment Support (Assessed by Exam)		
Webinar 1 – Pre-record	Exam Introduction	Uploaded Apr 2020
Live Q&A 1	Live Q&A with Tutor	Week of 6 th Apr 2020
Webinar 2 – Pre-record	Exam Review	Uploaded May 2020
Live Q&A 2	Live Q&A with Tutor	Week of 11 th May 2020
Activity	Exam question practice	Week of 1 st Jun 2020
Final Exam Date – 7th July 2020		

Module 2 - Planning Campaigns (Assessed by Assignment)		
Module 2	Unit 1a Campaign Process	13 th July 2020
	Unit 1b Campaign Process	20 th July 2020
	Unit 2a Planning Campaigns in Action	27 th July 2020
	Unit 2b Planning Campaigns in Action	3 rd Aug 2020
	Unit 3a Campaign Success	10 th Aug 2020
	Unit 3b Campaign Success	17 th Aug 2020

Module 2 – Assessment Support (Assessed by Assignment)		
Webinar 1 – Pre-record	Assignment brief review – Tasks 1&2	Uploaded Aug 2020
Live Q&A 1	Live Q&A with Tutor	Week of 7 th Sept 2020
Draft 1	Draft Activity 1 (Tasks 1&2)	Week of 28 th Sept 2020
Webinar 2 – Pre-record	Assignment brief review – Task 3	Uploaded Sept 2020
Live Q&A 2	Live Q&A with Tutor	Week of 12 th Oct 2020
Draft 2	Draft Activity 2 (Task 3)	Week of 2 nd Nov 2020
Final submission deadline – 27th November 2020		

Module 3 – Customer Insights (Assessed by Assignment)		
Module 3	Unit 1a Fundamentals of Customer Behaviour	30 th Nov 2020
	Unit 1b Fundamentals of Customer Behaviour	7 th Dec 2020
	Unit 2a Customer Experience	14 th Dec 2020
	Unit 2b Customer Experience	21 st Dec 2020
	Unit 3a Measuring and Monitoring	11 th Jan 2021
	Unit 3b Measuring and Monitoring	18 th Jan 2021

Module 3 – Assessment Support (Assessed by Assignment)		
Webinar 1 – Pre-record	Assignment brief review – Tasks 1&2	Uploaded Jan 2021
Live Q&A 1	Live Q&A with Tutor	Week of 18 th Jan 2021
Draft 1	Draft Activity 1 (Tasks 1&2)	Week of 15 th Feb 2021
Webinar 2 – Pre-record	Assignment brief review – Task 3	Uploaded Feb 2021
Live Q&A 2	Live Q&A with Tutor	Week of 22 nd Feb 2021
Draft 2	Draft Activity 2 (Task 3)	Week of 8 th Mar 2021
Final submission deadline – 26th March 2021 (TBC)		

** Each Module assessment support dates will be officially confirmed, via email, nearer to the time. At the moment we have provided ‘week of dates’ as a rough indicator of timings, so only the final submission dates are fully confirmed and can be added to your diary.**