

Module 1 – Marketing & Digital Strategy (Assessed by Assignment)		
Induction	Receive Welcome & get to know course	16 th March 2020
Module 1	Unit 1a Situation Analysis	23 rd March
	Unit 1b Situation Analysis	30 th March
	Unit 2a Planning	6 th April
	Unit 2b Planning	13 th April
	Unit 3a Implementation and Control	20 th April
	Unit 3b - Implementation and Control	27 th April

Module 1 – Assessment Support (Assessed by Assignment)		
Webinar 1 – pre-record	Assignment brief review – Tasks 1	Uploaded April 2020
Live Q&A 1	Live Q&A with Tutor	Week of 20 th April
Draft 1	Draft Activity 1 (Tasks 1)	Week of 11 th May
Webinar 2 – pre-record	Assignment brief review – Task 2	Uploaded May 2020
Live Q&A 2	Live Q&A with Tutor	Week of 18 th May
Draft 2	Draft Activity 2 (Task 2)	Week of 8 th June
Final submission deadline – 3rd July 2020		

Module 2 - The Digital Customer Experience (Assessed by Assignment)		
Module 2	Unit 1a Channel Selection and Customer Insights	6 th July 2020
	Unit 1b Channel Selection and Customer Insights	13 th July
	Unit 2a Managing Channels	20 th July
	Unit 2b Managing Channels	27 th July
	Unit 3a Digital Customer Experience	3 rd Aug
	Unit 3b Digital Customer Experience	10 th Aug

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
Draft 1	Draft Activity 1 (Tasks 1&2)	Week of 5 th Oct
Webinar 2 – pre-record	Assignment brief review – Task 3	Uploaded Oct 2020
Live Q&A 2	Live Q&A with Tutor	Week of 19 th Oct 2020
Draft 2	Draft Activity 2 (Task 3)	Week of 9 th Nov 2020
Final submission deadline – 27th November 2020		

Module 3 – Digital Optimisation (Assessed by Assignment)		
Module 3	Unit 1a Digital Insights	30 th Nov 2020
	Unit 1b Digital Insights	7 th Dec
	Unit 2a Digital Optimisation	14 th Dec
	Unit 2b Digital Optimisation	21 st Dec
	Unit 3a Digital Analytics, Monitoring and Measurement	4 th Jan 2021
	Unit 3b Digital Analytics, Monitoring and Measurement	11 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 25 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.**