

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 2020
	Unit 1b Situation Analysis	30 th March 2020
	Unit 2a Planning	6 th April 2020
	Unit 2b Planning	13 th April 2020
	Unit 3a Implementation and Control	20 th April 2020
	Unit 3b Implementation and Control	27 th April 2020

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 – Innovation in Marketing (Assessed by Assignment)		
Module 2	Unit 1a Innovation & Disruption	6 th July 2020
	Unit 1b Facilitate Innovation	13 th July 2020
	Unit 2a Innovation & Marketing Function	20 th July 2020
	Unit 2b Marketing Related Innovation	27 th July 2020
	Unit 3a Innovation in Action - Implementation	3 rd Aug 2020
	Unit 3b Innovation in Action - Communication	10 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
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 (Elective Option*) - (Assessed by Assignment)		
Module 3	Unit 1a – Elective	30 th Nov 2020
	Unit 1b - Elective	7 th Dec 2020
	Unit 2a - Elective	14 th Dec 2020
	Unit 2b - Elective	21 st Dec 2020
	Unit 3a - Elective	4 th Jan 2021
	Unit 3b - Elective	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)		

***The Elective options you can choose from are:**

Managing Brands

Digital Customer Experience - *(if you choose this route then you also have the option to top up with 1 further Module to achieve a Dual Award which will mean achieving 2 x L6 Diplomas).*

** 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.**