

Module 1 – Marketing & Digital Strategy (Assessed by Assignment)		
Induction	Receive Welcome & Get to know course	29 th September 2020
Module 1	Unit 1a Situation Analysis	5 th October
	Unit 1b Situation Analysis	12 th October
	Unit 2a Planning	19 th October
	Unit 2b Planning	26 th October
	Unit 3a Implementation and Control	2 nd November
	Unit 3b - Implementation and Control	9 th November

Module 1 – Assessment Support (Assessed by Assignment)		
Webinar 1 – pre-record	Assignment brief review – Tasks 1	Uploaded October 2020
Live Q&A 1	Live Q&A with Tutor	Week of 9 th November
Draft 1	Draft Activity 1 (Tasks 1)	Week of 7 th December
Webinar 2 – pre-record	Assignment brief review – Task 2	Uploaded November 2020
Live Q&A 2	Live Q&A with Tutor	Week of 11 th January 2021
Draft 2	Draft Activity 2 (Task 2)	Week of 8 th February 2021
Final submission deadline – 8th March 2021		

Module 2 - The Digital Customer Experience (Assessed by Assignment)		
Module 2	Unit 1a Digital Customer Insights	15 th March 2021
	Unit 2a Selecting & Managing Digital Channels (Search Marketing)	22 nd March
	Unit 2b Selecting & Managing Digital Channels (Content & Email Marketing)	29 th March
	Unit 2c Selecting & Managing Digital Channels (Social Media Marketing & More)	5 th April
	Unit 3a Legal Compliance	12 th April
	Unit 3b User Experience	19 th April

Module 2 – Assessment Support (Assessed by Assignment)		
Webinar 1 – pre-record	Assignment brief review – Tasks 1&2	Uploaded March 2021
Live Q&A 1	Live Q&A with Tutor	Week of 5 th April
Draft 1	Draft Activity 1 (Tasks 1&2)	Week of 10 th May
Webinar 2 – pre-record	Assignment brief review – Task 3	Uploaded April 2021
Live Q&A 2	Live Q&A with Tutor	Week of 10 th May
Draft 2	Draft Activity 2 (Task 3)	Week of 7 th June
Final submission deadline – 2nd July 2021		

Module 3 – Digital Optimisation (Assessed by Assignment)		
Module 3	Unit 1a Digital Insights	12 th July 2021
	Unit 1b Digital Insights	19 th July
	Unit 2a Digital Optimisation	26 th July
	Unit 2b Digital Optimisation	2 nd August
	Unit 3a Digital Analytics, Monitoring and Measurement	9 th August
	Unit 3b Digital Analytics, Monitoring and Measurement	16 th August

Module 3 – Assessment Support (Assessed by Assignment)		
Webinar 1 – pre-record	Assignment brief review – Tasks 1&2	Uploaded August 2021
Live Q&A 1	Live Q&A with Tutor	Week of 16 th August
Draft 1	Draft Activity 1 (Tasks 1&2)	Week of 20 th September
Webinar 2 – pre-record	Assignment brief review – Task 3	Uploaded September
Live Q&A 2	Live Q&A with Tutor	Week of 27 th September
Draft 2	Draft Activity 2 (Task 3)	Week of 25 th October
Final submission deadline – 26th November 2021		

** 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.**