

<b>Module 1 – Applied Marketing (Assessed by Exam)</b>		
<b>Induction</b>	Receive Welcome & get to know course	27 <sup>th</sup> October 2020
<b>Module 1</b>	Unit 1a The Marketing Concept	2 <sup>nd</sup> November
	Unit 1b The Marketing Concept	9 <sup>th</sup> November
	Unit 2a Analysis and Insight	16 <sup>th</sup> November
	Unit 2b Analysis and Insight	23 <sup>rd</sup> November
	Unit 3a Marketing Mix	30 <sup>th</sup> November
	Unit 3b Marketing Mix	7 <sup>th</sup> December

<b>Module 1 – Assessment Support (Assessed by Exam)</b>		
<b>Webinar 1 – Pre-record</b>	Exam Introduction	To be Uploaded Nov 2020
<b>Live Q&amp;A 1</b>	Live Q&A with Tutor	Week of 7 <sup>th</sup> December 2020
<b>Webinar 2 – Pre-record</b>	Exam Review	To be Uploaded Dec 2020
<b>Live Q&amp;A 2</b>	Live Q&A with Tutor	Week of 11 <sup>th</sup> Jan 2021
<b>Activity</b>	Exam question practice	Week of 25 <sup>th</sup> Jan 2021
<b>Final Online Exam Window – 1<sup>st</sup> Feb 2021 – 14<sup>th</sup> May 2021</b>		

<b>Module 2 - Planning Campaigns (Assessed by Assignment)</b>		
<b>Module 2</b>	Unit 1a Campaign Process	8 <sup>th</sup> February 2021
	Unit 1b Campaign Process	15 <sup>th</sup> February
	Unit 2a Planning Campaigns in Action	22 <sup>nd</sup> February
	Unit 2b Planning Campaigns in Action	1 <sup>st</sup> March
	Unit 3a Campaign Success	8 <sup>th</sup> March
	Unit 3b Campaign Success	15 <sup>th</sup> March

<b>Module 2 – Assessment Support (Assessed by Assignment)</b>		
<b>Webinar 1 – Pre-record</b>	Assignment brief review – Tasks 1&2	Uploaded Feb 2021
<b>Live Q&amp;A 1</b>	Live Q&A with Tutor	Week of 8 <sup>th</sup> March 2021
<b>Draft 1</b>	Draft Activity 1 (Tasks 1&2)	Week of 5 <sup>th</sup> April 2021
<b>Webinar 2 – Pre-record</b>	Assignment brief review – Task 3	Uploaded March 2021
<b>Live Q&amp;A 2</b>	Live Q&A with Tutor	Week of 12 <sup>th</sup> April 2021
<b>Draft 2</b>	Draft Activity 2 (Task 3)	Week of 3 <sup>rd</sup> May 2021
<b>Final submission deadline – 21<sup>st</sup> May 2021</b>		

<b>Module 3 – (Elective Option*) - (Assessed by Assignment)</b>		
<b>Module 3</b>	Unit 1a	24 <sup>th</sup> May 2021
	Unit 1b	31 <sup>st</sup> May
	Unit 2a	7 <sup>th</sup> June
	Unit 2b	14 <sup>th</sup> June
	Unit 3a	21 <sup>st</sup> June
	Unit 3b	28 <sup>th</sup> June

<b>Module 3 – Assessment Support (Assessed by Assignment)</b>		
<b>Webinar 1 – Pre-record</b>	Assignment brief review – Tasks 1&2	Uploaded May
<b>Live Q&amp;A 1</b>	Live Q&A with Tutor	Week of 21 <sup>st</sup> June
<b>Draft 1</b>	Draft Activity 1 (Tasks 1&2)	Week of 19 <sup>th</sup> July
<b>Webinar 2 – Pre-record</b>	Assignment brief review – Task 3	Uploaded Jun 2021
<b>Live Q&amp;A 2</b>	Live Q&A with Tutor	Week of 19 <sup>th</sup> July
<b>Draft 2</b>	Draft Activity 2 (Task 3)	Week of 9 <sup>th</sup> August
<b>Final submission deadline – 27<sup>th</sup> August 2021 (TBC)</b>		

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

Customer Insights – to achieve Certificate in Professional Marketing

Digital Marketing Techniques – to achieve Certificate in Professional Digital Marketing

\*\* 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.\*\*