

<b>Module 1 – Marketing &amp; Digital Strategy (Assessed by Assignment)</b>		
<b>Induction</b>	Receive Welcome & Get to know course	27 <sup>th</sup> October 2020
<b>Module 1</b>	Unit 1a Situation Analysis	2 <sup>nd</sup> November
	Unit 1b Situation Analysis	9 <sup>th</sup> November
	Unit 2a Planning	16 <sup>th</sup> November
	Unit 2b Planning	23 <sup>rd</sup> November
	Unit 3a Implementation and Control	30 <sup>th</sup> November
	Unit 3b - Implementation and Control	7 <sup>th</sup> December

<b>Module 1 – Assessment Support (Assessed by Assignment)</b>		
<b>Webinar 1 – pre-record</b>	Assignment brief review – Tasks 1	Uploaded November 2020
<b>Live Q&amp;A 1</b>	Live Q&A with Tutor	Week of 7 <sup>th</sup> December
<b>Draft 1</b>	Draft Activity 1 (Tasks 1)	Week of 18 <sup>th</sup> January 2021
<b>Webinar 2 – pre-record</b>	Assignment brief review – Task 2	Uploaded December 2020
<b>Live Q&amp;A 2</b>	Live Q&A with Tutor	Week of 18 <sup>th</sup> January 2021
<b>Draft 2</b>	Draft Activity 2 (Task 2)	Week of 15 <sup>th</sup> February 2021
<b>Final submission deadline – 8<sup>th</sup> March 2021</b>		

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

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

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

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

\*\* 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.\*\*