

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

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

Module 2 – Innovation in Marketing (Assessed by Assignment)		
Module 2	Unit 1a Innovation & Disruption	15 th March 2021
	Unit 1b Facilitate Innovation	22 nd March
	Unit 2a Innovation & Marketing Function	29 th March
	Unit 2b Marketing Related Innovation	5 th April
	Unit 3a Innovation in Action - Implementation	12 th April
	Unit 3b Innovation in Action - Communication	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 (Elective Option*) - (Assessed by Assignment)		
Module 3	Unit 1a – Elective	12 th July 2021
	Unit 1b - Elective	19 th July
	Unit 2a - Elective	26 th July
	Unit 2b - Elective	2 nd August
	Unit 3a - Elective	9 th August
	Unit 3b - Elective	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		

***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.******