

**DIPLOMA IN PROFESSIONAL MARKETING
(Level 6)
Teaching dates 2021 - 22**

| Dates | Module Name | Tutor |
|---|---|------------------------------|
| <p>Tuesdays 11 January - 15 March 2022</p> <p>Assessment submission end March 2022</p> | <p>MARKETING & DIGITAL STRATEGY XSCZ1041</p> <p>Unit 1: Situation Analysis Unit 2: Planning Unit 3: Implementation & Control</p> | <p>Mohammed Usman</p> |
| <p>Tuesdays 12 April – 14 June 2022</p> <p>Assessment submission date: end July 2022</p> | <p>INNOVATION IN MARKETING XSCZ1015</p> <p>Unit 1: Innovation Unit 2: Innovation Marketing Unit 3: Innovation in Action</p> | <p>Caron Kendall</p> |
| <p>Tuesdays 13 September - 15 November 2022</p> <p>Assessment submission date: end November 2022</p> | <p>THE DIGITAL CUSTOMER EXPERIENCE XSCZ1042</p> <p>Unit 1: Channel Selection & Customer Insights Unit 2: Managing Channels Unit 3: Digital Customer Experience</p> | <p>Annie Dawson</p> |

Teaching times: 7.00 – 9.30 pm