

CERTIFICATE IN PROFESSIONAL DIGITAL MARKETING (Level 4) Teaching dates 2021 - 22

Dates	Module Name	Tutor
<p>Wednesdays 22 Sep – 24 Nov 2021</p> <p>10 weeks Exam Window: TBC early December 2021</p>	<p>APPLIED MARKETING XSCZ1011</p> <p>Unit 1: The Marketing Concept Unit 2: Analysis and Insight Unit 3: Marketing Mix</p>	<p>Neville Hunt</p>
<p>Wednesdays 5 Jan – 9 Mar 2022</p> <p>10 weeks Assessment submission date: End April 2022</p>	<p>PLANNING CAMPAIGNS XSCZ1013</p> <p>Unit 1: Campaign Process Unit 2: Planning Campaigns in Action Unit 3: Campaign Success</p>	<p>Joolz Joseph</p>
<p>Wednesdays 6 Apr – 8 Jun 2022</p> <p>10 weeks Assessment submission date: End June 2022</p>	<p>DIGITAL MARKETING TECHNIQUES XSCZ1286</p> <p>Unit 1: Digital Techniques Unit 2: Digital Enhancement Unit 3: Digital Management</p>	<p>Dawn-Louise Kerr</p>

Teaching times: 7.00 – 9.30 pm