

# CIM taught programme and revision session timetable

September - November (December 2009 assessment)

Taking one module	Professional Certificate	Professional Diploma	Professional Diploma (2009 syllabus)
<b>Wednesdays or Saturdays</b> Every Wednesday from: 02/09/09 to 25/11/09  Every Saturday from: 17/10/09 to 14/11/09	Marketing Essentials	Marketing Communications	The Marketing Planning Process

Taking two modules	Professional Certificate	Professional Diploma	Professional Diploma (2009 syllabus)
<b>Wednesdays &amp; Thursdays</b> Every Wednesday from: 02/09/09 to 25/11/09  Every Thursday from: 03/09/09 to 26/11/09	Marketing Essentials & Marketing Information and Research	Marketing Communications & Marketing Management in Practice	The Marketing Planning Process & Delivering Customer Value through Marketing
<b>Saturdays &amp; Sundays</b> Every Saturday from: 17/10/09 to 14/11/09  Every Sunday from: 18/10/09 to 15/11/09	Marketing Essentials & Marketing Information and Research	Marketing Communications & Marketing Management in Practice	The Marketing Planning Process & Delivering Customer Value through Marketing

CIM Revision Sessions	Professional Certificate	Professional Diploma	Professional Diploma (2009 syllabus)
21st November 2009	Marketing Essentials	Marketing Planning	Marketing Planning Process
22nd November 2009	Marketing Information and Research	Marketing Communications	Delivering Customer Value through Marketing
28th November 2009	Assessing the Marketing Environment	Marketing Research and Information	Managing Marketing
29th November 2009	Stakeholder Marketing	Marketing Management in Practice	Project Management in Marketing

# CIM taught programme and revision session timetable

September - November (December 2009 assessment)

Taking one module	Diploma in Hospitality and Tourism Marketing	Professional Postgraduate Graduate Diploma	Chartered Postgraduate Diploma in Marketing (Stage 1) (2009 syllabus)
<b>Wednesdays or Saturdays</b> Every Wednesday from: 02/09/09 to 25/11/09 Every Saturday from: 17/10/09 to 14/11/09	Marketing and Consumer Behaviour	Managing Marketing Performance OR Strategic Marketing in Practice	Emerging Themes

Taking two modules	Diploma in Hospitality and Tourism Marketing	Professional Postgraduate Graduate Diploma	Chartered Postgraduate Diploma in Marketing (Stage 1) (2009 syllabus)
<b>Wednesdays &amp; Thursdays</b> Every Wednesday from: 02/09/09 to 25/11/09 Every Thursday from: 03/09/09 to 26/11/09	Marketing and Consumer Behaviour & Hospitality and Service Marketing	Managing Marketing Performance & Strategic Marketing in Practice	Emerging Themes & Analysis and Decision
<b>Saturdays &amp; Sundays</b> Every Saturday from: 17/10/09 to 14/11/09 Every Sunday from: 18/10/09 to 15/11/09	Marketing and Consumer Behaviour & Hospitality and Service Marketing	Managing Marketing Performance & Strategic Marketing in Practice	Emerging Themes & Analysis and Decision

CIM Revision Sessions	Diploma in Hospitality and Tourism Marketing	Professional Postgraduate Graduate Diploma	Chartered Postgraduate Diploma in Marketing (Stage 1) (2009 syllabus)
21st November 2009	Marketing and Consumer Behaviour	Analysis and Evaluation	Emerging Themes
22nd November 2009	Hospitality and Service Marketing	Strategic Marketing Decisions	Analysis and Decision
28th November 2009	Tourist Behaviour and Motivations	Managing Marketing Performance	Market Leadership and Planning
29th November 2009		Strategic Marketing in Practice	Managing Corporate Reputation