

BRISTOL SATURDAY SEMINARS 2012/13

CIM PROFESSIONAL COURSES

As delegates are continually stretched by longer working hours, standard evening classes are near impossible for busy talented executives; consequently, we offer Saturday Seminars. These classes offer high quality tuition at a convenient time. Seminars start at 9.30am and conclude at 5pm, leaving enough weekend for rest and relaxation.

Delegates on the Saturday Seminars will receive the full study pack of books and study guides so that you do not have to spend time and resources in finding the right materials. All are delivered to your workplace.

This convenient and cost-effective study option includes:

- ✓ Attendance at taught Saturday Seminars
- ✓ Lunch and refreshments on each day of the seminars
- ✓ College Study Guides for each module
- ✓ Selected textbooks
- ✓ Specialist tutors for each module
- ✓ Revision sessions for examined modules
- ✓ Exam preparation and assignment briefing webinars
- ✓ Support for up to 24 months
- ✓ Online support through the College website including:
Webinars, Podcasts, Tutor Blog, RSS Marketing News, Bulletin Board and Tutor Notes

Below are the timetables for 2012/13. The potential entry points are indicated with an asterisk. Delegates start with the appropriate module and attend each as timetabled below. Should exceptional personal circumstances arise, delegates may request, at the approval of the Registrar, attendance at a later date.

The deadline for enrolment is three weeks prior to the first taught session.

DATES	BRISTOL Professional Certificate	BRISTOL Professional Diploma	BRISTOL Postgraduate Diploma
2012	2012	2012	2012
29 Sept		Marketing Planning Process 1 *	
6 Oct	Marketing Essentials 1 *		Emerging Themes *
13 Oct		Marketing Planning Process 2	
27 Oct	Marketing Essentials 2		
2013	Assessments Dec 2012	Assessments Dec 2012	Assessments Dec 2012
19 Jan			Marketing Leadership & Planning 1 *
26 Jan	Stakeholder Marketing 1 *	Managing Marketing 1	
9 Feb	Stakeholder Marketing 2	Managing Marketing 2	
9 Mar			Marketing Leadership & Planning 2
16 Mar	Assessing the Marketing Environment 1 *	Developing Customer Value Through Marketing 1 *	
6 Apr	Assessing the Marketing Environment 2		
13 Apr		Developing Customer Value Through Marketing 2	
11 May			Analysis & Decision 1
18 May			Analysis & Decision 2
	Assessments Jun 2013	Assessments Jun 2013	Assessments Jun 2013
3 Aug	Marketing Information & Research 1 *		Managing Corporate Reputation
17 Aug	Marketing Information & Research 2	Project Management in Marketing 1	
7 Sept		Project Management in Marketing 2	
	Assessments Dec 2013	Assessments Dec 2013	Assessments Dec 2013



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CIM CAM COURSES BRISTOL

DATES	CAM Diploma in Marketing Communications
2012	
29 Sept	Marketing & Consumer Behaviour 1*
13 Oct	Marketing & Consumer Behaviour 2
27 Oct	Public Relations 1*
3 Nov	Public Relations 2
2013	
Assignments / Exams in December 2012	
26 Jan	Integrated Media 1
9 Feb	Integrated Media 2
23 Feb	Advertising 1*
9 Mar	Advertising 2
13 Apr	Sales Promotion and Direct Marketing 1*
27 Apr	Sales Promotion and Direct Marketing 2
Assignments / Exams in June 2013	
Please see Digital Timetable for our Digital Marketing Classes	

COLLEGE FEES

FEES (TO ATTEND SATURDAY SEMINARS)		
CIM Professional Certificate		£1885+VAT
CIM Professional Diploma		£2085+VAT
CIM Professional Postgraduate Diploma		£2485+VAT
CAM Diploma in Marketing Communications		£2350+VAT
The fees include delivery of materials within the UK. The Course fees do not include your CIM annual membership fee which are currently:		
CAM Diploma	£140	Professional Diploma £200
Professional Certificate	£120	Postgraduate Diploma £280

You should also budget c £300-£360 for assessment fees for CIM and c £255-£365 for CAM which are paid to CIM/CAM as you progress through the course.

If you are self-funding (rather than sponsored by your employer), you may split the College fees over 9 months. There is an admin fee of £50 for this option.

LOCATION

Cambridge Marketing College for the South West is located at Engineers' House in Clifton Down, Bristol.

