

EXECUTIVE WEEKEND PROGRAMME 2012/13

CAM DIPLOMA COURSES

As delegates are continually stretched by longer working hours, standard evening classes are near impossible for busy talented executives; consequently, we offer an Executive Weekend programme, an intensive two day weekend course for each module. These classes offer high quality tuition at a convenient time. Each day starts at 9.30am and concludes at 5pm.

Delegates on the Executive Weekend programme 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 Executive Weekends
- ✓ Lunch and refreshments on each day
- ✓ 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. Should exceptional personal circumstances arise, delegates may request, at the approval of the Registrar, attendance at a later date.

Timetable 2012/13

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

CAM Diploma in Marketing Communications	Cambridge	Manchester
Marketing & Consumer Behaviour *	29 & 30 September 2012	29 & 30 September 2012
Direct Marketing & Sales Promotion *	20 & 21 October 2012	
PR *		13 & 14 October 2012
Assessments Nov/Dec 2012		
Integrated Media	26 & 27 Jan 2013	19 & 20 Jan 2013
Advertising *	9 & 10 Feb 2013	2 & 3 Mar 2013
Public Relations *	6 & 7 Apr 2013	
Sales Promotion & Direct Marketing *		6 & 7 Apr 2013
Assessments May/June 2013		
Please see timetable overleaf for the CAM Diploma in Digital Marketing. Our full Digital Timetable provides a schedule for all our Digital Marketing classes		



CAM Diploma Courses

CAM Diploma in Digital Marketing	Cambridge	Manchester	
Marketing & Consumer Behaviour *	29 & 30 September 2012	29 & 30 September 2012	
Digital Marketing Essentials	Tuesday 26 June 2012	13 October 2012	
Digital Marketing Planning	Monday 25 June 2012	Distance Learning	
Assessments Nov/Dec 2012			
Digital Marketing Essentials	14 October 2012		
Digital Marketing Planning	13 October 2012		
Assessments Feb/Mar 2013			
Our full Digital Timetable provides a schedule for all our Digital Marketing classes			

COLLEGE FEES

FEES	
CAM Diploma in Marketing Communications	£2350+VAT
CAM Diploma in Digital Marketing	£1650+VAT
The fees include delivery of materials within the UK. The Course fees do not include your CIM/CAM annual membership fee which is currently £140	

You should also budget £85 per assignment and £65 per exam for assessment fees 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 administration fee of £50 for this option.

