

EXECUTIVE WEEKEND PROGRAMME 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 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.

The deadline to enrol is 3 weeks prior to the start of the course.

COLLEGE FEES

FEES (TO ATTEND EXECUTIVE WEEKENDS)	
CIM Professional Certificate	£1885+VAT
CIM Professional Certificate - Manchester (Attendance at Saturday Seminars for two examined modules and 12 months distance learning support for two assignment modules)	£1585+VAT
CIM Professional Diploma	£2085+VAT
CIM Postgraduate Diploma (attendance for all modules)	£2485+VAT
The fees include delivery of materials within the UK. The Course fees do not include your CIM annual membership fee which are currently:	
Professional Certificate £120	Professional Diploma £200 Postgraduate Diploma £280

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

If you are self-funding (rather than Company sponsored), you may split the College fees over 9 months. There is an admin fee of £50 for this option. Please refer to our Finance Matters sheet for full split payment details.



CIM EXECUTIVE WEEKEND TIMETABLE

<i>CIM Professional Certificate</i>	CAMBRIDGE	MANCHESTER
	2012	2012
Marketing Essentials *	6 & 7 Oct	13 & 14 Oct
	2013	2013
Stakeholder Marketing *	9 & 10 Feb	See Notes
Assessing the Marketing Environment *	6 & 7 Apr	6 & 7 Apr
Marketing Information & Research *	3 & 4 Aug	See Notes

<i>CIM Professional Diploma</i>	CAMBRIDGE	MANCHESTER
	2012	2012
Marketing Planning Process *	29 & 30 Sept	29 & 30 Sept
Developing Customer Value Through Marketing *	20 & 21 Oct	
	2013	2013
Managing Marketing	16 & 17 Feb	19 & 20 Jan
Project Management in Marketing	2 & 3 Mar	
Developing Customer Value Through Marketing *		6 & 7 Apr
Project Management in Marketing		10 & 11 Aug
<i>CIM Professional Postgraduate Diploma</i>	CAMBRIDGE	MANCHESTER
	2012	2012
Emerging Themes *	29 Sept	29 Sept
	2013	2013
Marketing Leadership & Planning *	9 & 10 Mar	Cambridge
Analysis & Decision	18 & 19 May	Cambridge
Managing Corporate Reputation	7 Sept	10 Aug

NB: The following modules are not offered as taught classes in Manchester. You may either attend our Executive Weekend classes in Cambridge or you may distance learn.

CIM Professional Certificate:
Stakeholder Marketing & Marketing Information & Research
CIM Postgraduate Diploma:
Analysis & Decision & Marketing Leadership and Planning

