

Overview of Part-time Marketing Courses

Professional Certificate in Marketing					
	Module dates	Module times	Tuition fee per module	Tuition fee per course	CIM fees
Marketing Essentials	Sept-Dec	each module alternate evenings 4:00-6:30	£ 350	£ 1400	£ 120 Registration fees Assignment fees: £70 X 2 Examination fees: £ 55 X 2
Assessing the Marketing Environment					
Stakeholder Marketing	Feb-June				
Marketing Information and Research					
Professional Diploma in Marketing					
	Module dates	Module times	Tuition fee per module	Tuition fee per course	CIM fees
Marketing Communications	Sept-Dec	each module alternate evenings 4:00-6:30	£ 390	£ 1,560	£160 Registration fees Assignment fees: £ 70 X 4
Marketing Planning					
Marketing Research	Feb-June				
Marketing Management in Practice					
Professional Post-Graduate Diploma in Marketing					
	Module dates	Module times	Tuition fee per module	Tuition fee per course	CIM fees
Analysis and Evaluation	Sept-Dec	each module alternate evenings 4:00-6:30	£ 490	£ 1,960	£ 200 Registration fees Examination fees: £ 55 X 3 £ 70 X 1
Strategic Marketing Decisions					
Managing Marketing Performance	Feb-June				
Strategic Marketing in Practice					

**course books not included in above fees