



**THE CHARTERED INSTITUTE OF MARKETING**  
**The Unique Considerations of Marketing Business Services & Solutions Schedule**

	<b>Duration</b> <i>(VCs @ 19:00)</i>	<b>Date</b>	<b>Exam Board</b>	<b>Results</b>
Online Unit Starts		8 May 2012		
<b>Familiarisation – Introduction to CIMCity</b>	<b>30 mins</b>	8 May 2012		
<b>Virtual Classroom – Introduction &amp; briefing the assignment</b>	<b>60 minutes</b>	<b>w/c 21 May</b>		
<a href="#">Assignment: The Unique Considerations of Marketing Business Services &amp; Solutions - start</a>		<a href="#">28 May 2012</a>		
<b>Virtual Classroom - Assignment progress</b>	<b>90 minutes</b>	<b>w/c 18 June</b>		
<b>Virtual Classroom – Feedback on draft assignment</b>	<b>15 min (1-to-1)</b>	<b>w/c 16 July</b>		
<b>Assignment: The Unique Considerations of Marketing Business Services &amp; Solutions hand in</b>		<b>Deadline 30 July 2012</b>	<b>Nov 12</b>	<b>Dec 12</b>
<b>Certificate Issued</b>	<b>Feb 13</b>			

Delegates will need to spend approx. 8-10 hours per week studying online and reading books. There is one business related assignment which requires 40-50 hours to complete. Delegates will also need to attend 3 virtual classrooms