



Postgraduate Certificate in Marketing
Autumn 2019

Duration: 12 Weeks

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning 10:00 - 13:00		Consumer Behaviour Analysis			Marketing Strategy
Afternoon 14:00 - 17:00	Digital Marketing	Brand Management			Content Marketing and SEO
Evening 18:00 - 21:00	Data Analytics in Marketing				

Postgraduate Certificate in Management	Times	Dates			
Digital Marketing	14:00 - 17:00	September: 16 th , 23 rd , 30 th	October: 7 th , 14 th (RW), 21 st , 28 th	November: 4 th , 11 th , 18 th , 25 th	December: 2 nd (RW)
Data Analytics in Marketing	18:00 - 21:00	September: 16 th , 23 rd , 30 th	October: 7 th , 14 th (RW), 21 st , 28 th	November: 4 th , 11 th , 18 th , 25 th	December: 2 nd (RW)
Consumer Behaviour Analysis	10:00 - 13:00	September: 17 th , 24 th	October: 1 st , 8 th , 15 th (RW), 22 nd , 29 th	November: 5 th , 12 th , 19 th , 26 th	December: 3 rd (RW)
Brand Management	14:00 - 17:00	September: 17 th , 24 th	October: 1 st , 8 th , 15 th (RW), 22 nd , 29 th	November: 5 th , 12 th , 19 th , 26 th	December: 3 rd (RW)
Marketing Strategy	10:00 - 13:00	September: 20 th , 27 th	October: 4 th , 11 th , 18 th (RW), 25 th	November: 1 st , 8 th , 15 th , 22 nd , 29 th	December: 6 th (RW)
Content Marketing and SEO	14:00 - 17:00	September: 18 th , 25 th	October: 2 nd , 9 th , 16 th (RW), 23 rd , 30 th	November: 6 th , 13 th , 20 th , 27 th	December: 4 th (RW)

Version – 30.11..18

(RW) – denotes Reading Week.

Please note timetables are accurate from date of publication but subject to change – holidays SHOULD NOT be booked on Reading Weeks