



Postgraduate Certificate in Marketing Summer 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 Marketing	Times	Dates			
Digital Marketing	14:00 - 17:00	May: 13 th , 20 th , 27 th (BH)	June: 3 rd , 10 th , 17 th (RW), 24 th	July: 1 st , 8 th , 15 th , 22 nd , 29 th	August: 5 th (RW)
Data Analytics in Marketing	18:00 - 21:00	May: 13 th , 20 th , 27 th (BH)	June: 3 rd , 10 th , 17 th (RW), 24 th	July: 1 st , 8 th , 15 th , 22 nd , 29 th	August: 5 th (RW)
Consumer Behaviour Analysis	10:00 - 13:00	May: 14 th , 21 st , 28 th	June: 4 th , 11 th , 18 th (RW), 25 th	July: 2 nd , 9 th , 16 th , 23 rd , 30 th (RW)	
Brand Management	14:00 - 17:00	May: 14 th , 21 st , 28 th	June: 4 th , 11 th , 18 th (RW), 25 th	July: 2 nd , 9 th , 16 th , 23 rd , 30 th (RW)	
Marketing Strategy	10:00 - 13:00	May: 17 th , 24 th , 31 st	June: 7 th , 14 th , 21 st (RW), 28 th	July: 5 th , 12 th , 19 th , 26 th	August: 2 nd (RW)
Content Marketing and SEO	14:00 - 17:00	May: 17 th , 24 th , 31 st	June: 7 th , 14 th , 21 st (RW), 28 th	July: 5 th , 12 th , 19 th , 26 th	August: 2 nd (RW)

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(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