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Public Programme

Postgraduate Certificate or Diploma in Marketing Programme, with Finance or Management

Mondays	Tuesdays	Wednesdays	Thursdays	Fridays
Digital Marketing	Consumer Behaviour Analysis	Content Marketing and SEO	Marketing Strategy	
Live Online, London Campus	Live Online, London Campus	Live Online, London Campus	Live Online, London Campus	
30 hours	30 hours	30 hours	30 hours	
Ben Botes	Dessy Ohanians	Ben Botes	Dr. Priyangi Ariyawansa	

	Mode	September					October					November				December			
Consumer Behaviour Analysis	LO + LC		5	12	19	26	3	10	17	24	31		7						
Content Marketing and SEO	LO + LC		6	13	20	27	4	11	18	25		1	8						
Digital Marketing	LO + LC		4	11	18	25	2	9	16	23	30		6						
Marketing Strategy	LO + LC		7	14	21	28	5	12	19	26		2	9						

Public Courses

Mondays	Tuesdays	Wednesdays	Thursdays	Fridays
	Digital Marketing and Social Media			
	Live Online			
	24 hours			
	Dr. Marialena Zenopolou/Mike Barry			

	Mode	September	October					November				December			
Digital Marketing and Social Media	LO						3	10	17	24	31		7	14	21

- Delivery mode: LO – Live Online, LC – London Campuses