



DIPLOMA in MARKETING, ADVERTISING, SALES & PR

September 2023

Semester 1					
Module	Day	Sep	Oct	Nov	Dec
Marketing Essentials (6:15-7:45pm)	Monday	18, 25	2, 9, 16, 23, <u>30*</u>	6, 13, 20, 27	4, 11
Sales and Performance Measurements (8-9:30pm)					
Public Relations and Crisis Management (6:15-7:45pm)	Wednesday	20, 27	4, 11, 18, 25	<u>1*</u> , 8, 15, 22, 29	6, 13
Advertising & Communications (8-9:30pm)					

Semester 2					
Module	Day	Jan	Feb	Mar	Apr
Marketing Essentials (6:15-7:45pm)	Monday	8, 15, 22, 29	<u>5*</u> , 12, 19, <u>26*</u>	4, 11, <u>18*</u> , 25	<u>1*</u> , 8, 15, 22
Sales and Performance Measurements (8-9:30pm)					
Public Relations and Crisis Management (6:15-7:45pm)	Wednesday	10, 17, 24, 31	7, 14, 21, <u>28*</u>	6, 13, 20, 27	3
Advertising & Communications (8-9:30pm)					

*Reading weeks: Oct 30th - Nov 3rd and Feb 26th - Mar 1st

*Bank Holidays: Oct 30th; Feb 5th; Mar 18st; April 1st

All professional diplomas will be delivered wholly online as Live Online Lectures through Zoom.