



## DIPLOMA in MARKETING, ADVERTISING, SALES & PR

January 2024 - INTENSIVE

Module	Day	Jan	Feb	Mar	Apr
Sales and Performance Measurements (6:15-7:45pm) Marketing Essentials (8-9:30pm)	Monday	22, 29	5*, 12, 19, 26	4, 11, 18, 25	1*, 8, 15, 22,
Advertising & Communications (6:15-7:45pm) Public Relations and Crisis Management (8-9:30pm)	Wednesday	24, 31	7, 14, 21, 28	6, 13, 20, 27	3, 10
WORKSHOP - Public Relations and Crisis Management (9am-1pm)	Saturday	-	17	-	-
WORKSHOP - Sales and Performance Measurements (9am-1pm)		-	-	16	-
WORKSHOP - Marketing Essentials (9am-1pm)		-	-	-	6
WORKSHOP - Advertising & Communications (9am-1pm)		-	-	-	20

\*Bank Holidays – February 5th, April 1st 2023

**Assessment – 100% CA**

All diplomas will be delivered as live online lectures through Zoom.