



DIPLOMA in MARKETING, ADVERTISING, SALES & PR

January 2022 - INTENSIVE

Module	Day	Jan	Feb	Mar	Apr
Sales and Performance Measurements (6:15-7:45pm) Marketing Essentials (8-9:30pm)	Monday	24, 31	7, 14, 21, 28	7, 14, 21, 28	4, 11
Advertising & Communications (6:15-7:45pm) Public Relations and Crisis Management (8-9:30pm)	Wednesday	26	2, 9, 16, 23	2, 9, 16, 23, 30	6, 13
WORKSHOP - Public Relations and Crisis Management (9am-1pm)	Saturday	-	19	-	-
WORKSHOP - Sales and Performance Measurements (9am-1pm)		-	-	19	-
WORKSHOP - Marketing Essentials (9am-1pm)		-	-	-	2
WORKSHOP - Advertising & Communications (9am-1pm)		-	-	-	23

Assessment – 100% CA

Important update for January 2022

All classroom-based professional diplomas will be delivered wholly online for diplomas commencing January 2022. Classes will be delivered as Live Online Lectures through Zoom.