



## DIPLOMA in MARKETING, ADVERTISING, SALES & PR

September 2024

Semester 1					
Module	Day	Sep	Oct	Nov	Dec
Marketing Essentials (6:15-7:45pm)	Monday	16, 23, 30	7, 14, 21, <u>28*</u>	4, 11, 18, 25	2, 9
Sales and Performance Measurements (8-9:30pm)					
Public Relations and Crisis Management (6:15-7:45pm)	Wednesday	18, 25	2, 9, 16, 23, <u>30*</u>	6, 13, 20, 27	4, 11
Advertising & Communications (8-9:30pm)					

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

\*Reading weeks: Oct 28th - Nov 1st and Feb 24th - 28th

\*Bank Holidays: Oct 28th; Feb 3rd; Mar 17th; April 21st

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