



## DIPLOMA in MARKETING, ADVERTISING, SALES & PR

January 2025 - INTENSIVE

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

\*Bank Holidays – Monday 3rd February, 17th March and 21st April 2025

**Assessment – 100% CA**

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