



## DECEMBER 2011 CAM QUALIFICATION TIMETABLES

<b>CAM Diploma in Marketing Communications</b>		
<b>Date</b>	<b>Time</b>	<b>Subject</b>
Tuesday 6th December 2011	09.30 – 11.30	122 – Direct Marketing and Sales Promotion
Wednesday 7th December 2011	09.30 – 11.30	121 – Public Relations
Wednesday 7th December 2011	14.00 – 16.00	123 – Advertising
The deadline for the submission of CAM <b>New Syllabus</b> Assignments is <b>9th December 2011</b>		124 – Integrated Media
		120 – Marketing and Consumer Behaviour

<b>CAM Diploma in Digital Marketing</b>	
<b>Date</b>	<b>Subject</b>
The deadline for the submission of CAM <b>New Syllabus</b> Assignments is <b>9th December 2011</b>	120 – Marketing and Consumer Behaviour
	125 – Digital Marketing Essentials
	126 – Digital Marketing Planning

<b>CAM Diploma in Managing Digital Media</b>		
<b>Date</b>	<b>Time</b>	<b>Subject</b>
Wednesday 7th December 2011	09.30 – 11.30	121 – Public Relations
Wednesday 7th December 2011	14.00 – 16.00	123 – Advertising
The deadline for the submission of CAM <b>New Syllabus</b> Assignments is <b>9th December 2011</b>		127 – Integrating Digital Media & Branding
		128 – Implementing Digital Campaigns

<b>Diploma in Hospitality &amp; Tourism Marketing</b>	
<b>Date</b>	<b>Subject</b>
The deadline for the submission of CAM <b>New Syllabus</b> Assignments is <b>9th December 2011</b>	187 – Hospitality & Services Marketing
	186 – Tourist Motivation & Behaviour
	120 – Marketing and Consumer Behaviour