



DECEMBER 2011 CIM NEW SYLLABUS EXAM TIMETABLE

Introductory Certificate in Marketing – New Syllabus		
Date	Time	Subject
One Hour Multiple Choice Exam Online test assessment window: 14th November 2011 – 13th January 2012		500 – What is Marketing
The deadline for the submission of CIM New Syllabus Assignments is 9th December 2011		501 – Understanding Customer Relationships

Professional Certificate in Marketing – New Syllabus		
Date	Time	Subject
Tuesday 6th December 2011	14.00-17.00	520 – Marketing Essentials
Wednesday 7th December 2011	14.00-17.00	521 – Assessing the Marketing Environment
The deadline for the submission of CIM New Syllabus Assignments is 9th December 2011		522 – Marketing Information and Research
		523 – Stakeholder Marketing

Professional Diploma in Marketing – New Syllabus		
Date	Time	Subject
Tuesday 6th December 2011	9.30-12.30	541 – Delivering Customer Value through Marketing
The deadline for the submission of CIM New Syllabus Assignments is 9th December 2011		540 – Marketing Planning Process
		542 – Managing Marketing
		543 – Project Management in Marketing

Chartered Postgraduate Diploma in Marketing – New Syllabus		
Date	Time	Subject
Wednesday 7th December 2011	9.30-12.30	561 – Analysis and Decision
The deadline for the submission of CIM New Syllabus Assignments is 9th December 2011		560 – Emerging Themes
		562 – Marketing Leadership and Planning
		563 – Managing Corporate Reputation
		564 – Leading Marketing