The Chartered Institute of Marketing

SEPTEMBER 2012 CIM ASSESSMENT TIMETABLE

Introductory Certificate in Marketing	
Date and Time	**Unit**
One Hour Multiple Choice Exam Online test assessment window: **5 August – 12 October 2012**	500 – What is Marketing
Student deadline date for assignment submission to their study centres: students must ask their study centre for this date Study centre deadline date for assignment submission to CIM: 7 September 2012	501 – Understanding Customer Relationships

Professional Certificate in Marketing		
Date	**Time**	**Unit**
Tuesday 4 September 2012	14.00-17.00	520 – Marketing Essentials
Wednesday 5 September 2012	14.00-17.00	521 – Assessing the Marketing Environment
Student deadline date for assignment submission to their study centres: students must ask their study centre for this date Study centre deadline date for assignment submission to CIM: 7 September 2012		522 – Marketing Information and Research
		523 – Stakeholder Marketing

Professional Diploma in Marketing		
Date	**Time**	**Unit**
Tuesday 4 September 2012	9.30-12.30	541 – Delivering Customer Value through Marketing
Student deadline date for assignment submission to their study centres: students must ask their study centre for this date Study centre deadline date for assignment submission to CIM: 7 September 2012		540 – Marketing Planning Process
		542 – Managing Marketing
		543 – Project Management in Marketing

Chartered Postgraduate Diploma in Marketing		
Date	**Time**	**Unit**
Wednesday 5 September 2012	9.30-12.30	561 – Analysis and Decision
Student deadline date for assignment submission to their study centres: students must ask their study centre for this date Study centre deadline date for assignment submission to CIM: 7 September 2012		560 – Emerging Themes
		562 – Marketing Leadership and Planning
		563 – Managing Corporate Reputation
		564 – Leading Marketing