



Postgraduate Certificate Programme in Brand Management or Digital
Marketing-Timetable
Intake: May 2015

Duration: 12 weeks unless otherwise specified (10 weeks tutorial)

Start date: 18th May 2015, please note timetables are accurate from date of publication but subject to change

	Monday	Tuesday	Wednesday	Thursday	Friday	
Morning 10:00 to 13:00	Digital Marketing and New Media	Content Marketing and SEO	Project Management	Marketing Strategies and Operations	Consumer Behavior	
Afternoon 14:00 to 17:00			Strategic Business Management	International Business	Advertising Management	Luxury and Creative Brand Management