

April 2020 Course Calendar



Mini MBA
in
Marketing

April

Tuesday 21*	Thursday 23*	Friday 24	Monday 27*	Wednesday 29*
Module 1	Module 2	10am GMT	Module 3	Module 4
 Market Orientation	 Market Research	 Interactive Q&A with Mark #1	 Segmentation	 Targeting

May

Friday 1	Monday 4*	Wednesday 6*	Friday 8	Monday 11	
10am GMT	Module 5	Module 6	10am GMT	Reading Week	
 Interactive Q&A with Mark #2	 Positioning	 Marketing Strategy	 Interactive Q&A with Mark #3		
Monday 18*	Wednesday 20*	Friday 22	Monday 25*	Wednesday 27*	Friday 29
Module 7	Module 8	10am GMT	Module 9	Module 10	10am GMT
 Product Development	 Distribution	 Interactive Q&A with Mark #4	 Pricing	 Integrated Marketing Communications	 Interactive Q&A with Mark #5

June

Monday 1*	Friday 5	Friday 5	Friday 26
Module 11	10am GMT	Exam Release	Exam Deadline
 Brand	 Interactive Q&A with Mark #6		

July

Friday 17	Monday 20	Monday 31
Module 12	Course Complete	Platform Closure
 Exam Workshop	 Add Mini MBA to your LinkedIn 'Education'	

*Based on the recommended study pace of two modules per week; these days are not fixed. Modules can be completed anytime between 21 April and 31 July.