

April 2022

Mini MBA in Marketing course calendar



April

Mon	Tue	Wed	Thu	Fri
	4	5	6	7
	11	Module 01 Market Orientation 12	13	14
Module 02 Market Research 18	19	20	21	10am BST Q&A with Mark #1 22
Module 03 Market Segmentation 25	26	27	28	29

May

Mon	Tue	Wed	Thu	Fri
Module 04 Targeting 2	3	4	5	10am BST Q&A with Mark #2 6
Module 05 Positioning 9	10	11	12	13
Module 06 Objectives 16	17	18	19	10am BST Q&A with Mark #3 20
Module 07 Product 23	24	25	26	27

June

Mon	Tue	Wed	Thu	Fri
Module 08 Price 30	31	10am BST Q&A with Mark #4 1 June	2	3
Module 09 Integrated Marketing Communications 6	7	8	9	10
Module 10 Distribution Exam Release 13	14	15	16	10am BST Q&A with Mark #5 17
20	21	22	23	24
27	28	29	30	Exam Deadline 1 July

July

Mon	Tue	Wed	Thu	Fri
4	5	6	7	8
11	12	13	14	15
18	19	20	21	Course Conclusion workshop 22
25	26	27	28	Platform Closure 29

*Based on the recommended study pace of one module per week; these days are not fixed. Modules can be completed anytime between 12 April and 29 July.