

September 2021

Mini MBA in Marketing course calendar

September

Mon	Tue	Wed	Thu	Fri
30	31	1 September	2	3
6	7	8	9	10
13	Module 01 Market Orientation 14	15	16	17
Module 02 Market Research 20	21	22	23	10am BST Interactive Q&A with Mark #1 24
Module 03 Market Segmentation 27	28	29	30	1

November

Mon	Tue	Wed	Thu	Fri
Module 08 Price 1	2	3	4	10am BST Interactive Q&A with Mark #4 5
Module 09 Integrated Marketing Communications 8	9	10	11	12
Module 10 Distribution 15	16	17	18	10am BST Q&A with Mark #5 Exam Release 19
22	23	24	25	Exam Deadline 26
29	30	1	2	3

October

Mon	Tue	Wed	Thu	Fri
Module 04 Targeting 4	5	6	7	10am BST Interactive Q&A with Mark #2 8
Module 05 Positioning 11	12	13	14	15
Module 06 Objectives 18	19	20	21	10am BST Interactive Q&A with Mark #3 22
Module 07 Product 25	26	27	28	29

December

Mon	Tue	Wed	Thu	Fri
6	7	8	9	10
13	14	15	16	Conclusion workshop 17
20	21	22	23	24
27	28	29	30	Platform Closure 31

*Based on the recommended study pace of one module per week; these days are not fixed. Modules can be completed anytime between 14 September and 31 December.