

DMDA Year 3 Cohort C

Teaching Dates 2023 - 2024

Induction		
Campus	Monday 18 th September 2023	10:00 – 17:00
Managing Digital Brands		
Campus	Tuesday 19 th September 2023	10:00 – 17:00
Campus	Wednesday 20 th September 2023	10:00 – 17:00
<i>Online</i>	Wednesday 27 th September 2023	11:00 – 13:00
Campus	Monday 2 nd October 2023	10:00 – 17:00
Campus	Tuesday 3 rd October 2023	09:00 – 17:00
<i>Online</i>	Wednesday 11 th October 2023	11:00 – 12:00
<i>Online</i>	Wednesday 18 th October 2023	11:00 – 12:00
<i>Online</i>	Wednesday 25 th October 2023	11:00 – 12:00
<i>Online</i>	Wednesday 1 st November 2023	11:00 – 12:00
Content Marketing		
Campus	Monday 6 th November 2023	10:00 – 17:00
Campus	Tuesday 7 th November 2023	10:00 – 17:00
<i>Online</i>	Wednesday 15 th November 2023	11:00 – 13:00
Campus	Monday 20 th November 2023	10:00 – 17:00
Campus	Tuesday 21 st November 2023	09:00 – 17:00
<i>Online</i>	Wednesday 29 th November 2023	11:00 – 12:00
<i>Online</i>	Wednesday 6 th December 2023	11:00 – 12:00
<i>Online</i>	Wednesday 13 th December 2023	11:00 – 12:00
<i>Online</i>	Wednesday 3 rd January 2024	11:00 – 12:00

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Teaching Dates 2023 - 2024

Measurement and Performance of Digital Marketing		
Campus	Monday 8 th January 2024	10:00 – 17:00
Campus	Tuesday 9 th January 2024	10:00 – 17:00
Online	Wednesday 17 th January 2024	11:00 – 13:00
Campus	Monday 22 nd January 2024	10:00 – 17:00
Campus	Tuesday 23 rd January 2024	09:00 – 17:00
Online	Wednesday 31 st January 2024	11:00 – 12:00
Online	Wednesday 7 th February 2024	11:00 – 12:00
Online	Wednesday 14 th February 2024	11:00 – 12:00
Online	Wednesday 21 st February 2024	11:00 – 12:00
Conversation Marketing		
Campus	Monday 26 th February 2024	10:00 – 17:00
Campus	Tuesday 27 th February 2024	10:00 – 17:00
Online	Wednesday 6 th March 2024	11:00 – 13:00
Campus	Monday 11 th March 2024	10:00 – 17:00
Campus	Tuesday 12 th March 2024	09:00 – 17:00
Online	Wednesday 20 th March 2024	11:00 – 12:00
Online	Wednesday 27 th March 2024	11:00 – 12:00
Online	Wednesday 3 rd April 2024	11:00 – 12:00
Online	Wednesday 10 th April 2024	11:00 – 12:00
Digital Value Proposition Design		
Campus	Monday 15 th April 2024	10:00 – 17:00
Campus	Tuesday 16 th April 2024	10:00 – 17:00

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Digital Value Proposition Design		
<i>Online</i>	Wednesday 24 th April 2024	11:00 – 13:00
Campus	Monday 29 th April 2024	10:00 – 17:00
Campus	Tuesday 30 th April 2024	09:00 – 17:00
<i>Online</i>	Wednesday 8 th May 2024	11:00 – 12:00
<i>Online</i>	Wednesday 15 th May 2024	11:00 – 12:00
<i>Online</i>	Wednesday 22 nd May 2024	11:00 – 12:00
<i>Online</i>	Wednesday 29 th May 2024	11:00 – 12:00
Digital Comms Strategy		
Campus	Monday 3 rd June 2024	10:00 – 17:00
Campus	Tuesday 4 th June 2024	10:00 – 17:00
<i>Online</i>	Wednesday 12 th June 2024	11:00 – 13:00
Campus	Monday 17 th June 2024	10:00 – 17:00
Campus	Tuesday 18 th June 2024	09:00 – 17:00
<i>Online</i>	Wednesday 26 th June 2024	11:00 – 12:00
<i>Online</i>	Wednesday 3 rd July 2024	11:00 – 12:00
<i>Online</i>	Wednesday 10 th July 2024	11:00 – 12:00
<i>Online</i>	Wednesday 17 th July 2024	11:00 – 12:00

Apprenticeship Engagement Weeks 2023/24

Study Skills Sessions and workshops will take place in the following weeks with more details to be confirmed during the academic year:

w/c 6 November 2023

w/c 22 January 2024

w/c 13 May 2024