

## DMDA Year 1 Cohort E

### Teaching Dates 2023 - 2024

Teaching Dates		
<b><u>Induction</u></b>		
Campus	Monday 25 <sup>th</sup> September 2023	10:00 – 17:00
Campus	Tuesday 26 <sup>th</sup> September 2023	10:00 – 17:00
<b><u>Principals of Digital First Marketing</u></b>		
Campus	Wednesday 27 <sup>th</sup> September 2023	10:00 – 17:00
Campus	Thursday 28 <sup>th</sup> September 2023	10:00 – 17:00
Online	Wednesday 4 <sup>th</sup> October 2023	15:00 – 17:00
Campus	Monday 9 <sup>th</sup> October 2023	10:00 – 17:00
Campus	(Skills Development Session) Tuesday 10 <sup>th</sup> October 2023	09:00 – 10:00
Campus	Tuesday 10 <sup>th</sup> October 2023	10:00 – 17:00
Online	Wednesday 18 <sup>th</sup> October 2023	15:00 – 16:00
Online	Wednesday 25 <sup>th</sup> October 2023	15:00 – 16:00
Online	Wednesday 1 <sup>st</sup> November 2023	15:00 – 16:00
Online	Wednesday 8 <sup>th</sup> November 2023	15:00 – 16:00
<b><u>Platform Essentials</u></b>		
Campus	Monday 13 <sup>th</sup> November 2023	10:00 – 17:00
Campus	Tuesday 14 <sup>th</sup> November 2023	10:00 – 17:00
Online	Wednesday 22 <sup>nd</sup> November 2023	15:00 – 17:00
Campus	Monday 27 <sup>th</sup> November 2023	10:00 – 17:00
Campus	(Skills Development Session) Tuesday 28 <sup>th</sup> November 2023	09:00 – 10:00
Campus	Tuesday 28 <sup>th</sup> November 2023	10:00 – 17:00
Online	Wednesday 6 <sup>th</sup> December 2023	15:00 – 16:00
Online	Wednesday 13 <sup>th</sup> December 2023	15:00 – 16:00

<b>Platform Essentials</b>		
<i>Online</i>	Wednesday 3 <sup>rd</sup> January 2024	15:00 – 16:00
<i>Online</i>	Wednesday 10 <sup>th</sup> January 2024	15:00 – 16:00
<b>Introduction to Digital Comms</b>		
Campus	Monday 15 <sup>th</sup> January 2024	10:00 – 17:00
Campus	Tuesday 16 <sup>th</sup> January 2024	10:00 – 17:00
<i>Online</i>	Wednesday 24 <sup>th</sup> January 2024	15:00 – 17:00
Campus	Monday 29 <sup>th</sup> January 2024	10:00 – 17:00
Campus	(Skills Development Session) Tuesday 30 <sup>th</sup> January 2024	09:00 – 10:00
Campus	Tuesday 30 <sup>th</sup> January 2024	10:00 – 17:00
<i>Online</i>	Wednesday 7 <sup>th</sup> February 2024	15:00 – 16:00
<i>Online</i>	Wednesday 14 <sup>th</sup> February 2024	15:00 – 16:00
<i>Online</i>	Wednesday 21 <sup>st</sup> February 2024	15:00 – 16:00
<i>Online</i>	Wednesday 28 <sup>th</sup> February 2024	15:00 – 16:00
<b>Introduction to Digital Marketing Analytics</b>		
Campus	Monday 4 <sup>th</sup> March 2024	10:00 – 17:00
Campus	Tuesday 5 <sup>th</sup> March 2024	10:00 – 17:00
<i>Online</i>	Wednesday 13 <sup>th</sup> March 2024	15:00 – 17:00
Campus	Monday 18 <sup>th</sup> March 2024	10:00 – 17:00
Campus	(Skills Development Session) Tuesday 19 <sup>th</sup> March 2024	09:00 – 10:00
Campus	Tuesday 19 <sup>th</sup> March 2024	10:00 – 17:00
<i>Online</i>	Wednesday 27 <sup>th</sup> March 2024	15:00 – 16:00
<i>Online</i>	Wednesday 3 <sup>rd</sup> April 2024	15:00 – 16:00
<i>Online</i>	Wednesday 10 <sup>th</sup> April 2024	15:00 – 16:00
<i>Online</i>	Wednesday 17 <sup>th</sup> April 2024	15:00 – 16:00

<b>Platform Channel Practice</b>		
Campus	Monday 22 <sup>nd</sup> April 2024	10:00 – 17:00
Campus	Tuesday 23 <sup>rd</sup> April 2024	10:00 – 17:00
<i>Online</i>	Wednesday 1 <sup>st</sup> May 2024	15:00 – 17:00
Campus	Tuesday 7 <sup>th</sup> May 2024	10:00 – 17:00
Campus	(Skills Development Session) Wednesday 8 <sup>th</sup> May 2024	09:00 – 10:00
Campus	Wednesday 8 <sup>th</sup> May 2024	10:00 – 17:00
<i>Online</i>	Wednesday 15 <sup>th</sup> May 2024	15:00 – 16:00
<i>Online</i>	Wednesday 22 <sup>nd</sup> May 2024	15:00 – 16:00
<i>Online</i>	Wednesday 29 <sup>th</sup> May 2024	15:00 – 16:00

<i>Online</i>	Wednesday 5 <sup>th</sup> June 2024	15:00 – 16:00
<b><u>Introduction to UX</u></b>		
Campus	Monday 10 <sup>th</sup> June 2024	10:00 – 17:00
Campus	Tuesday 11 <sup>th</sup> June 2024	10:00 – 17:00
<i>Online</i>	Wednesday 19 <sup>th</sup> June 2024	15:00 – 17:00
Campus	Monday 24 <sup>th</sup> June 2024	10:00 – 17:00
Campus	(Skills Development Session) Tuesday 25 <sup>th</sup> June 2024	09:00 – 10:00
Campus	Tuesday 25 <sup>th</sup> June 2024	10:00 – 17:00
<i>Online</i>	Wednesday 3 <sup>rd</sup> July 2024	15:00 – 16:00
<i>Online</i>	Wednesday 10 <sup>th</sup> July 2024	15:00 – 16:00
<i>Online</i>	Wednesday 17 <sup>th</sup> July 2024	15:00 – 16:00
<i>Online</i>	Wednesday 24 <sup>th</sup> July 2024	15:00 – 16:00

**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**