**MASTER SCHEDULE – Finland**

**IDM Professional Marketing Diploma**

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| **Day 1** | Wednesday 10 May 2023 |
| **Day 2** | Wednesday 24 May 2023 |
| **Day 3** | Wednesday 07 June 2023 |
| **Live webinar** | Wednesday 13 September 2023 |
| **Day 4** | Wednesday 29 November 2023 |
| **Day 5** | Wednesday 13 December 2023 |
| **Day 6** | Wednesday 17 January 2023 |
| **Live webinar** |  |
| **Assessments** |
| **A1** | 13-Sep-23 | 18-Oct-23 | 22-Nov-23 |
| **A2** | 17-Jan-23 | 21-Feb-23 | 28-Mar-23 |
| **Exam** | 24-Apr-24 |
| **Graduation** | Aug-24 |

**Day One**

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| 9.30 – 10.00 | **Introduction and Welcome***Course Tutor* |
| 10.00 – 10.15 | *Break* |
| 10.15 – 12.00 | **Integrated planning for omnichannel campaigns***Course Tutor*  |
| 12.00 – 13.00 | *Lunch* |
| 13.00 – 14.15 | **Profitable CRM techniques to meet your customer's needs – part 1***Course Tutor*  |
| 14.15 – 14.30 | *Break* |
| 14.30 – 16.00 | **Profitable CRM techniques to meet your customer's needs – part 2***Course Tutor*  |
| 16.00 – 16.15 | *Break* |
| 16.15 – 17.00 | **Put what you have learned into practice***Course Tutor* |

**Day Two**

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| 9.30 – 11:00 | **Measuring and optimising your omnichannel marketing***Course Tutor* |
| 11.00 – 11.30 | *Break* |
| 11.30 – 13.00 | **Building a comprehensive budget***Course Tutor* |
| 13.00 – 14.00 | *Lunch* |
| 14.00 – 15.30 | **GDPR: understanding campaign compliance***Guest Speaker (Finland)* |
| 15.30 – 16.00 | *Break* |
| 16.00 – 17.00 | **GDPR: understanding campaign compliance***Guest Speaker (Finland)* |

**Day Three**

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| 9:30 – 11.30  | **Creating briefs that instruct and inspire***Guest speaker (Finland)* |
| 11.30 – 12.00  | *Break* |
| 12.00 – 13.30  | **Harmonising your omnichannel marketing mix***Course Tutor* |
| 13.30 – 14.30 | *Lunch* |
| 14.30 – 16.00 | **Recap of course and learnings so far***Course Tutor* |
| 16.00 – 16.15 | **Course feedback***Course Tutor*  |
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**Live webinar**

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| 10.00 – 12.00 | **Assignment 1 briefing webinar***Course tutor* |

**Day Four**

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| 9.30 – 10.00 | **Welcome back***Course tutor* |
| 10.00 – 10.15 | *Break* |
| 10.15 – 12.00 | **Supercharging your content marketing***Guest Speaker (Finland)* |
| 12.00 – 13.00 | *Lunch* |
| 13.00 – 14.30 | **Getting strategic on social media***Guest Speaker (Finland)* |
| 14.30 – 15.00 | *Break* |
| 15.00 – 16.30 | **Putting your customers at the heart of your website design***Guest Speaker (Finland)* |

**Day Five**

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| 9.30 – 11.00 | **How to scale your search engine opportunities** *Guest speaker (Finland)* |
| 11.00 – 11.30 | *Break* |
| 11.30 – 13.00 | **Making the most of mobile marketing***Guest Speaker (Finland)* |
| 13.00 – 14.00 | *Lunch* |
| 14.00 – 15.30 | **Amplifying your emails***Course Tutor (Finland)* |
| 15.30– 16.00 | *Break* |
| 16.00 – 17.00 | **Assignment 1 feedback review** |

**Day Six**

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| 9.30 – 11.00 | **Mastering print mail***Course Tutor*  |
| 11.00 – 11.30 | *Break* |
| 11.30 – 13.00 | **Course recap and learnings***Course tutor* |
| 13.00 – 14:00 | *Lunch* |
| 14.00 – 15.30 | **Assignment 2 Briefing session***Course Tutor* |
| 15.30 – 16.00  | *Break* |
| 16.00 – 16.10 | **Course feedback** |
| 16.10 – 17.00 | **Q & A***Course Tutor* |
| 17.00 | **Close course** |
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**Live webinar**

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| 10.00 – 12.00 | **Exam preparation***Course tutor* |