



Shelton College International
Course Plan 2012

BA (Hons) Marketing Management

No.	Module	Month	Lecture Dates	Exam
1	Strategic Marketing Management	January	3 - 25 January	03 February
2	Strategic Marketing Management	February	6 - 24 February	2 March
3	Integrated Marketing Communications	March	5 - 23 March	30 March
4	Brand Management	April	2 - 23 April	27 April
Term Break 30 April – 4 May 2012				
5	Contemporary International Marketing	May	7 - 25 May	01 June
6	Research Methods	June	4 - 22 June	29 June
7	Retail Marketing Management	July	2 - 20 July	27 July
8	Strategic Marketing Management	August	30 July - 21 August	24 August
Term Break 27 th - 31 st August 2012				
9	Strategic Marketing Management	September	3 - 21 September	28-Sep
10	Integrated Marketing Communications	October	1 - 19 October	26-Oct
11	Brand Management	November	29 October - 19 November	23-Nov
12	Contemporary International Marketing	December	26 November - 14 December December 3,4,5,6,7,10,11,12,13,14	21-Dec
Term Break 24 December 2011 - 6 January 2013				

Note: Project module is offered every month.

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