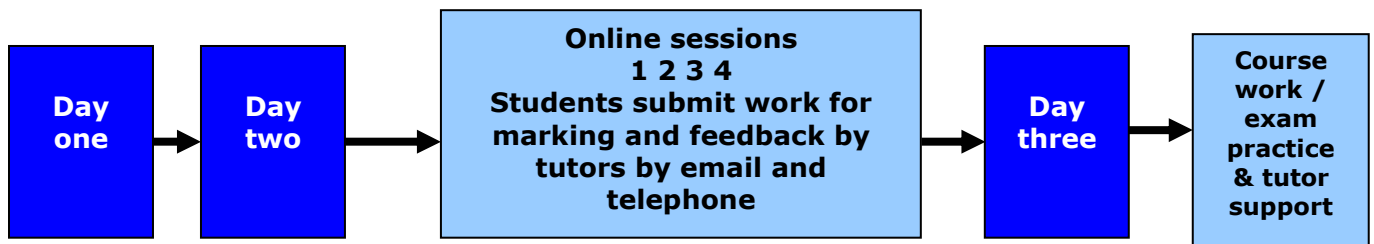


Some helpful question and answers

What is blended learning?

A combination of face to face courses, with work set between sessions, where students can access activities from an online virtual learning network (Blackboard). Working to a structured programme, this means you can study and complete work and email it in to your tutor for marking and feedback. A schedule is provided, so you have clear deadlines to work to and we keep in touch by email and telephone. As an example (see below), a typical course covers 6 face to face sessions (over three structured days) with 4 online sessions. That would be similar to a course set over 10 weeks.



For CIM courses, the courses are called 'blended' as they start with a classroom two day session, followed by a series of online workshops which are supported by tutors and then a follow-up classroom session. The online sessions help you work towards assignment tasks or exam questions. **Our aim is to maximise your study time and minimise your travelling time.**

How do you benefit?

Starting with classroom sessions, you gain a good understanding of the course upfront. This is important as marketing is an integrated subject and you need to understand how theory works (**concept**), can be used in practice (**application**) and can assess the usefulness of the technique (**evaluation**). It also means you can identify your personal strengths and weaknesses early on and therefore focus your studying efforts too. We can then align online sessions to build and grow skills further. **You have the added advantages of less travelling time and you can choose when to study at home, at work or when away.**

What is expected of you?

We expect students to be motivated to study so they can progress their skills and careers. That does mean being organised, working to deadlines and submitting work of a good standard. It's asking no more than the standards expected at work and particularly, for a career in marketing.

For further information, please email us at info@goldcrestacademy.co.uk

We look forward to working with you.