



## SCHEDULE – DIGITAL MARKETING

### WEEK 1\*

	MONDAY, 20 JULY		WEDNESDAY, 22 JULY		FRIDAY, 24 JULY
Morning	—	TUESDAY, 28 JULY	—	THURSDAY, 23 JULY	<ul style="list-style-type: none"> <li>Adapted communication in the digital age Pt. II</li> <li>Role and value of digital marketing</li> <li>Brand marketing vs. performance marketing</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>Welcome note</li> <li>Introduction to Remote Schooling</li> <li>Introduction of Course Leader</li> <li>Introduction of Students</li> </ul>		Adapted communication in the digital age Pt. I		—

### WEEK 2\*

	MONDAY, 27 JULY		WEDNESDAY, 29 JULY		FRIDAY, 31 JULY
Morning	—	TUESDAY, 28 JULY	—	THURSDAY, 30 JULY	<ul style="list-style-type: none"> <li>Deep dive into affiliate marketing</li> <li>Panel talk with digital company on career perspectives in digital marketing (details TBA)</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>The digital marketing mix 2020</li> <li>Deep dive into social media marketing Pt. I</li> </ul>		Deep dive into social media marketing Pt. II		—

### WEEK 3\*

	MONDAY, 3 AUGUST		WEDNESDAY, 5 AUGUST		FRIDAY, 7 AUGUST
Morning	Deep dive into display and video marketing	TUESDAY, 4 AUGUST	Deep dive into search engine marketing	THURSDAY, 6 AUGUST	<ul style="list-style-type: none"> <li>Final exercise: draft own digital marketing concept according to brief</li> <li>Breakout sessions and 121 feedback by course leader</li> <li>Certificate ceremony</li> </ul>

\* schedules subject to change