



SCHEDULE – DIGITAL MARKETING

WEEK 1*

	MONDAY, 28 JUNE		WEDNESDAY, 30 JUNE		FRIDAY, 2 JULY
BLOCK 1	—		—		<ul style="list-style-type: none"> • Adapted communication in the digital age Pt. II • Role and value of digital marketing • Brand marketing vs. performance marketing
BLOCK 2	<ul style="list-style-type: none"> • Welcome note • Introduction to remote schooling • Introduction of course leader • Introduction of students 		Adapted communication in the digital age Pt. I		—

WEEK 2*

	MONDAY, 5 JULY		WEDNESDAY, 7 JULY		FRIDAY, 9 JULY
BLOCK 1	—		—		<ul style="list-style-type: none"> • Deep dive into affiliate marketing • Panel talk with digital company on career perspectives in digital marketing (details TBA)
BLOCK 2	<ul style="list-style-type: none"> • The digital marketing mix 2021 • Deep dive into social media marketing Pt. I 		Deep dive into social media marketing Pt. II		—

WEEK 3*

	MONDAY, 12 JULY		WEDNESDAY, 14 JULY		FRIDAY, 16 JULY
BLOCK 1	Deep dive into display and video marketing		Deep dive into search engine marketing		<ul style="list-style-type: none"> • Final exercise: draft own digital marketing concept according to brief • Breakout sessions and 121 feedback by course leader • Certificate ceremony

* schedules subject to change