

GUIDE TO SUCCESS

Dear participants,

we are very happy that you are part of our one year programme! Over the course of the next 16 months you will take your steps into the world of marketing. You are here to learn, enjoy and hopefully discover a new passion. This is a guide to success, which will help you achieving your goals.

Behaviour

- **Attendance:** Please be on time every day and respect our attendance rules
- **Communication:** Give your teacher feedback about your learning progress. You are one team and you should tell him/her if you are struggling.
- **Be active!** Participate in course activities and be involved in the course content. Don't be shy to ask questions, if you don't understand!
- **Be a team player!** Support your classmates, be considerate, understand that everybody has a different background.

Course Programme

- **Advancement of your marketing skills during the course:** Do not worry if you start at zero. There will be ups and downs during the course, but you will make it. We will document your progress during the course to make sure that everybody stays on track.
- **Test results:** After each module there will be a test. The tests will be announced in advance and is mandatory. The tests help you and your teacher to assess your learning progress.
- **Project:** We would like to see you applying the things you learned in class during the whole year. The projects will help you to specialize in one field. We will cooperate with real life projects so that you can practice on a real example.
- **Application Workshops** (2 Workshops starting 14 weeks before internship)
 - How to write a good CV
 - How to improve online presence (Linkedin, Github, Portfolio Website etc.)
 - How to behave in an interview situation
- **Team Building Workshop**
- **Final project & application phase:** During the final phase you will concentrate on finding an internship and you will work intensely on your final project that you will present in front of the other classes on your last day. We would like to see you applying the things you learned in class at the end of the programme. The projects will help you to specialize in one field.
- **Two months Internship:** To become a full marketing expert the mandatory two months internship is necessary to acquire all practical skills and get into the job as a junior smoothly. DCI will always support you in the application process but you have to work proactively and find an internship by yourself.

Contact persons

Topic	Who	Contact
Exercises, content of the course	Teacher: tba	tba
Organization Tutoring/Mentoring German course or any other questions about the program	Program Manager: Rosalie	rosalie.brands@digitalcareerinstitute.org
Campus, Equipment	Campus Manager: Carl	carl.neuberger@digitalcareerinstitute.org
Attendance/Doctors Note/Absence Report	Administration: Therese	absent.berlin@digitalcareerinstitute.org 030 364286100
Technical equipment	IT Admin:	vacant
Contact to Jobcenter	Bildungsberatung: Hannah	hannah.lang@digitalcareerinstitute.org
Applications/ Finding a job Hiring events	Alumni Manager: Sophia	graduates@digitalcareerinstitute.org