

	<u>Day 1</u>	<u>Day 2</u>	<u>Day 3</u>
<u>Week 1</u>	Marketing 101 4 P's	Landscaping Positioning	Branding Messaging
<u>Week 2</u>	Go To Market	Lead Generation Inbound	SEO / SEM Media Planning
<u>Week 3</u>	Community Management	Influencer Relations	Social Media Planning
<u>Week 4</u>	Measurement Analytics	Features Benefits	Funnel Optimization Channel Marketing
<u>Week 5</u>	Project Work	Project Work	Project Work
<u>Week 6</u>	Project Work	Project Work	Project Work
	<u>Day 4</u>	<u>Day 5</u>	
	Cross-Track, Project work	Demo / Evaluation Day	