

	<u>Monday</u>	<u>Tuesday</u>	<u>Thursday</u>
<u>Week of June 18</u>	Marketing 101 4 P's	Landscaping Positioning	Branding Messaging
<u>Week of June 25</u>	Customer Segmentation	Content	Lead Generation Media Planning
<u>Week of July 2</u>	Community Management	Influencer Relations	Social Media
<u>Week of July 9</u>	Channel Marketing	Go To Market Plan + Evaluation	Conversion Analytics
<u>Week of July 16</u>	Project Work	Project Work	Project Work
<u>Week of July 23</u>	Project Work	Project Work	Project Work
	<u>Wednesday</u>	<u>Friday</u>	
	Cross-Track, Project work	Demo / Evaluation Day	

Marketing 101, 4 P's

What is marketing?
Role within organization
Defining Goals

Customer Segmentation Features & Benefits

Value Prop Development
Segmentation

Community

Building, Managing and
Servicing community
Customer Service 2.0

Channel Marketing

Offline and Online
Earned, Owned and Paid

Landscape and Positioning

Understand Landscape
SWOT Analysis
Market Research

Content

Platforms, Plans
Strategies, Research
Execution & measurement

Influencer Relations

Developing, Connecting with
and managing Influencers

Go To Market & Product Launches

Tactics to execute plans
Measurement and Forecasting

Brand Messaging

Strategic Design
Messaging Platforms

Lead Generation Media Planning

Techniques & tools
Goal setting & measurement
Paid programs & budgeting

Social Media

Plan Components
Listening, measurement,
Training and Content

Analytics & Optimization

Landing Pages
Funnel Optimization
Evaluation & action