# **Instructor Guide: Digital Marketing Bootcamp 1.0**

****

## Table of Contents

1. [**Program Overview**](#_szkiynzh1rnm)
2. [**About the Course Materials**](#_91khl9w1008k)
3. [**Preparing to Teach**](#_zbtx317indlh)
4. [**Deck Customization Tips**](#_lf1watowj0na)
5. [**Providing Feedback on Materials**](#_e9x90my14juh)

## 1. Program Overview

In this hands-on bootcamp, students will gain an overview of key concepts, learning new ways to promote their business, and connect with customers. They will discover how to build and execute a digital marketing strategy through digital channels like social media, search engine optimization, and email marketing.

This digital marketing bootcamp provides a concise introduction to our evening and 1-week Digital Marketing courses, which dives further into paid advertising, marketing analytics, content marketing, and more.

## 2. About the Course Materials

The lesson deck and project materials, and other supporting documents are shared via Google Drive.

| **General Materials** | |
| --- | --- |
| **📋 Instructor Guide**  *Instructor only* | What you are currently reading! Overview of the course structure, curriculum components, and course materials available. |
| **Lesson Deck**  *Student-facing* | Your LMP will share a link to the slide deck that you can review and customize as you prepare to deliver the Bootcamp. See the “Preparing to Teach” section for more instruction.  ***Lesson decks are shared with students. Confirm this process with your LMP.*** |
| **📋**[**In-Class Project Overview**](https://docs.google.com/document/d/1_lnlElFvVF7IGXqVjkeNMdLK2jSEbw0KxPcBbGV-PTk/edit?usp=sharing)  *Student-facing* | Provides context about the in-class project purpose, prompt, and end results. Note: the "asks" in the prompts are open-ended enough for students to take in different directions but they SHOULD generate SMART goals from the asks.  ***You will need to be familiar with this to support students.*** |
| **🖨️**[**Campaign Plan Worksheet**](https://docs.google.com/presentation/d/1TkCqB5lgmfOLS2cStHHtWDNRCAUPc1suQQXOPplqB3M/edit?usp=sharing) | This is the document each student will use to complete their in-class project. Students can take notes on a printed worksheet or **make a copy** of the provided version and take notes digitally. |

## 3. Preparing to Teach

| **Step 1** | **Review this instructor guide** and any additional information provided by your GA team to learn about the Bootcamp. |
| --- | --- |
| **Step 2** | **Read the In-Class Project Overview document**.Knowing where we want students to end up will help you prepare for the journey along the way. |
| **Step 3** | **Read through the deck.** Review the program schedule, and the Talking Points and Teaching Tips for each slide.    **Teaching remotely**. Look for “For Remote Classroom” notes in speaker notes. Some slides or activities may need to be adjusted. In particular, watch for notes on adapting exercises and discussions for remote classrooms. |
| **Step 4** | **Customize the deck.** Swap out and customize slides as indicated by the “Customize it” icon. Leave notes for yourself about your professional experiences that relate to the content you’re covering. The more you can speak to your own experience, the more the content will resonate with students.  **Activity + Debrief Guide.** Denoted with the icon to the left, these slides precede each activity or discussion. They contain additional notes for you on how to frame the activity, things to look out for, and how to lead a debrief. Review these slides carefully to prepare before the program delivery. |
| **Step 5** | **Share your deck** with your GA team for their review. |

## 4. Deck Customization Tips

Though not required, you may find that you want to add a few slides throughout the deck. If so, please follow the style guide provided below.

* Only use the slide templates provided in the deck provided to you. You can choose slide templates by clicking “Layout” in the Google Slides toolbar.
* Sick of bullet points? Check out the provided templates [here](https://docs.google.com/presentation/d/1ySFPgiMX6cPmXCLUDcyqvOXohKeha-4QlBM7nhIB_SE/edit?usp=sharing) for quick and easy ways to design amazing slides free of bullet points!
* You may include images from GA’s [Illustration](https://www.dropbox.com/sh/yj6k8h5g1ldw41k/AAChZdrse-d0SFONOTjId8Xta?dl=0), [Class Art](https://www.dropbox.com/sh/2p59d06482ihpxm/AAD1PiUtklJspojlc0fTUJ9ba?dl=0), or [Brand Photography](https://www.dropbox.com/sh/uyqnp5qlfxvhjpz/AACYOXgsZmGfOMRR6CNc0-xFa?dl=0) libraries.
* Use images from outside sources only when necessary. If you add an image from an external source, be sure to cite your source on the slide.
* Below is our checklist for creating inclusive content. More information and examples provided [here](https://drive.google.com/file/d/19YUThtYs6Z8MYUYtnoCB9fmsoTvoC83i/view?usp=sharing).
  + Representation Matters. Lead with diversity.
  + Avoid gendered language and stereotypes.
  + Avoid culturally-specific analogies, metaphors, and references.
  + Be careful around idioms and turns-of-phrase.
  + Always have transcripts (and/or captions) for video content.
  + Avoid references to pork, beef, dogs, alcohol, and sex.
  + Use case studies from everywhere.
* Only use the font “Proxima Nova” in the normal, **bold**, or *italics* weights. The smallest font size on any slide should be size 14.
* Only use the colors provided in the theme section in the color selector and follow the guidelines on colors to use below. This slide is also included in your deck for easy access.
* Use the [Do’s and Don’t’s of GA Slide Guidelines](https://docs.google.com/presentation/d/1aOgNWscWGdtI-qbqb0wU0XVA_nfP02_lm1JZY_jfSx0/edit?usp=sharing) to check that your customized deck is good to go.

## 6. Providing Feedback on Materials

|  | **When** | **How** |
| --- | --- | --- |
| Please share how it went! | Is it a suggestion or request for change? | Submit through Google Curriculum Survey form.  **Link:** [**http://ga.co/curriculum-feedback**](http://ga.co/curriculum-feedback) |
| Report a bug or issue | Is it urgent — bug, broken link, language? | Submit through Product Feedback form.  **Link:** [**https://product-feedback.generalassemb.ly/**](https://product-feedback.generalassemb.ly/) |
| Ask for advice | Got a question? | Ask your **LMP** for support. |