



## Digital Marketing Schedule - Fall 2020

	September	October	November	December	January	February
<b>Monday</b>	Digital Marketing Strategy & Management September 14 - October 19		Best Practices in Social Media & Digital Communications * November 2 - December 14		Digital Marketing Analytics** January 11 - February 22	
<b>Tuesday</b>		Digital Branding & Engagement October 6 - 27				
<b>Wednesday</b>	Writing Engaging Content & Copy September 23 - October 21		Search Engine Optimization and Marketing Strategies**** November 4 - December 2			
<b>Thursday</b>	Customer Journey Mapping September 3 - 24	Hands-on Design Thinking October 29 - November 12	Video Marketing Strategy*** November 5 - December 10		Digital Engagement and Advanced Social Media Management January 28 - February 25	
<b>Friday</b>						
<b>Saturday</b>			Hands-on Nov. 7			Advanced Excel Workshop February 20

\* No class on 11/23/2020

\*\* No class on 1/18/2020

\*\*\* No class on 11/26/20

\*\*\*\* No class on 11/25/20

Required courses are held on Mondays and are indicated by an orange shade

Elective courses are indicated by a blue shade

All classes are held from 6-9 pm unless otherwise noted below:

Writing Engaging Content & Copy: 6:30 - 9pm

Advanced Excel Workshop: 9am - 4pm