

Digital Marketing Schedule Spring - Summer 2020

	February	March	April	May	June	July	August
Monday			Digital Marketing Strategy & Management March 23 - April 27	Best Practices in Social Media & Digital Communications * May 4 - June 22		Digital Marketing Analytics	
Tuesday	Developing & Implementing a Social Media Campaigning Workshop		Mastering PPC, Paid Search and Paid Social March 31 - April 28				
Wednesday			Experience Design & Branding on Voice Enabled Devices March 25 - April 15	Search Engine Optimization and Marketing Strategies May 6 - May 27			
Thursday	Email Marketing: Leveraging Your Most Powerful Channel February 20 - March 12	Data Driven Marketing & Analytics** March 12 - April 2	Influencer Marketing April 9 - April 30	Mobile Marketing and Analytics: Strategies, Tactics & Tools			
Friday							
Saturday			D a t				

* No class on May 25 or June 15

** Also has 1 Saturday class on April 4 from 9am-12pm

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:

Mastering PPC, Paid Search and Paid Social is held from 6-8:30pm

Data Driven Marketing & Analytics is held from 6:30-9:30pm (with the 1 Saturday class held from 9am-12pm)