



SUMMER
SPRINGBOARD

DIGITAL MARKETING

COURSE INFO SHEET ONLINE PROGRAM

PROGRAM HIGHLIGHTS:

- **Market analysis:** Learn to identify key audiences, segmentation within the market, and create target personas with a customer empathy map.
- **Financial modeling:** Analyze key metrics like return on investment (ROI), customer acquisition cost (CAC), and lifetime value (LTV).
- **Ad bidding & auction:** Click bidding, bid management, and budgeting— learn how to outmaneuver your competition. Learn the basics of Google Analytics to measure your campaign performance.
- **Channels & tracking:** The role of digital channels such as broadcast, direct, & social.
- **Brand & Social Media:** Create a social ad campaign for Facebook, Twitter, and Instagram. Produce a strategy that outlines key messaging, content mapping, distribution, and measurement.
- **Search Engine Optimization (SEO):** Improve the search discoverability of your brand and products with SEO strategies and tactics.

ONLINE SESSION DATES

July 4 - July 14, 2022

9:00 am - 12:00 pm PST
12:00 - 3:00 pm EST

TUITION

\$1495

ACADEMIC PROGRAM OVERVIEW:

This innovative college-level course in partnership with iXperience is perfectly designed to help high schoolers gain real world knowledge and experience before committing to a Digital Marketing path in college. You will get the opportunity to apply your newly gained skills to a hands-on project for a positive cause. While specific briefs vary from course to course, all of the projects are selected to perfectly complement the skills covered in class and enable students to make a real-world impact.

- Week 1: Focus on picking up new industry-relevant skills at a rapid pace.
- Week 2: Collaborate on a social impact project that you can add to your resume and discuss in job interviews.



This class was one of the most rewarding classes I have ever taken, and I honestly could not have asked for a better teacher. Figuring out my career path now seems a little less daunting thanks to the iX teaching team.

Lilly Chadwick, From Princeton University