



**SUMMER
SPRINGBOARD**
Look Inward. Go Upward.

Brand & Digital Marketing Infosheet

New student admissions for
Summer 2024 are open.



Program Highlights

- Learn the fundamental topics of Marketing by exploring subjects such as branding, consumer behavior, developing campaigns, and the basics of advertising.
- Segmentation, Targeting, and Positioning: How to assess market potential, understand and analyze customer behavior, and focus resources.
- Branding: How to develop, measure, and capitalize on brand equity.
- Pricing: How to set prices that capitalize on value to customer and capture value for the organization.
- Go to Market Strategy: How to understand the role of distributors, retailers, and other intermediaries in delivering products, services, and information to customers.



2024 Dates

Yale

- Session 1: June 16 - June 28



Academic Program Overview

People often think marketing is strictly about advertising, however, marketing is complex. It encompasses tons of different disciplines, strategies, and tactics. As a result, developing a basic understanding of how it works can be difficult. Learning the trade can take years of dedication and honing your craft, oftentimes in a handful of specific areas (such as branding, social media, copy-writing, or analytics). Like a lot of things, though, future success starts with solid fundamentals. And if you're looking to learn the basics of marketing, you've come to the right place. This course will cover everything you need to get started on your marketing journey. Think of it like the ultimate 101, packed full of actionable advice and laid out to be easy to understand, turning complicated concepts into easily digestible chunks of information.

Not only will you learn what drives a business, but you will also learn what drives you and how to promote yourself and your skills. Using real world-case studies, students will also develop branding and promotion for a specific product or service for a business and launch their own marketing campaign/website.



Excursions

Hear from Business professionals such as a Director of Marketing. Visit a marketing agency and a marketing department in a company.

Instructors

Christopher Elliot

Christopher "The Real Frie" Elliott is the visionary founder and CEO of Frie Branding LLC, a distinguished branding and marketing/communications agency headquartered in Connecticut, USA. With a remarkable track record as a world record-setting writer, branding consultant, and serial creative, Christopher brings a unique blend of talent and expertise to the industry. Christopher's commitment to excellence is evident through his specialized certifications in persuasive writing and public speaking from Harvard University, as well as his advanced studies in Digital Communication at Johns Hopkins University. With over 15 years of vocational experience in education, human services, and law enforcement, Christopher possesses a diverse skill set that sets him apart in the branding and communications landscape.

Tuition Information:

Residential Students:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop off service (available for an additional fee)
- Price: \$6,098

Commuter Students:

- Includes: lunch, academic course, excursions, programming from 9am to 6pm, Monday-Friday
- Excludes: lodging, breakfast, dinner, weekend excursions
 - Weekend excursions can be added on for \$125 per day
- Price: \$3,198

Supplements:

- Application fee: \$99 (mandatory, non-refundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

[Apply Now!](#)



Course Structure

There are nine 3-hour class sessions over the two-week course. During week one, students have class from 9am-12pm, Monday - Friday. During week two students have class from 9am-12pm Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



Typical Schedule



[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

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