






COURSE CALENDAR FOR SEPTEMBER START

ENROL NOW

WEEK #	MONDAY	WEDNESDAY
WEEK 1 3.5 hours + homework	September 5 Content released (115 min) 1.1. Digital marketing landscape 1.2. Future trends 1.3. Strategic framework	September 7 Live tutorial (80 min)  Feat. Stuart Tucker, hipages
WEEK 2 2.5 hours + homework	September 12 Content released (75 min) 2.1. Targeting segmentation personas 2.2. Journey mapping	September 14 Live tutorial (80 min)  Feat. David Morgan, Morgan Next Practice Growth
WEEK 3 3.5 hours + homework	September 19 Content released (115 min) 3.1. Content marketing 3.2. Personalisation 3.4. Paid – display, programmatic	September 21 Live tutorial (80 min)  Feat. Trisca Scott-Branagan, Australian Business Growth Fund
WEEK 4 3 hours + homework	September 26 Content released (120 min) 4.1. Paid – search 4.2. Owned – search	September 28 Live tutorial (80 min) Live tutorial with Simone Blakers
WEEK 5 3.5 hours + homework	October 10 Content released (135 min) 5.1. Paid – social 5.2. Owned – social 5.3. Paid/Earned – influencers	October 12 Live tutorial (80 min)  Feat. Steve Brennen, Zip Co

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WEEK 6 3 hours + homework	October 17 Content released (100 min) 6.1. Owned – email and SMS 6.2. Platforms – landing pages, mobile, apps	October 19 Live tutorial (80 min)  Feat. Jo Boundy, Commonwealth Bank Australia
WEEK 7 3.5 hours + homework	October 24 Content released (115 min) 7.1. Implementation – Martech 7.2. Implementation – automation	October 26 Live tutorial (80 min) Live tutorial with Simone Blakers
WEEK 8 2.5 hours + homework	October 31 Content released (80 min) 8.1. Measurement – pirate metrics and Google Analytics	November 2 Live tutorial (80 min) Live tutorial with Simone Blakers
WEEK 9 3 hours + homework	November 7 Content released (95 min) 9.1. Conversion rate optimisation 9.2. Testing and conversion 9.3. Working practices	November 9 Live tutorial (80 min) Live tutorial with Simone Blakers
WEEK 10	November 14 Workshop and refine your Digital Marketing Strategy for assessment	November 16 1:1 appointment with Simone (15 min)
OPTIONAL	November 21 Finalise your Digital Marketing Strategy and submit your assessment	November 23 FINAL ASSESSMENT DUE The final week is non-mandatory. You may opt out and receive a Certificate of Completion, or you can submit your final assessment. Upon passing the assessment, you will receive your digital certification (badge) from ADMA.