

SKILLS BOOTCAMPS IN SESSIONS SCHEDULE

DIGITAL MARKETING

16 JUL → 04 SEP

[APPLY](#)

WEEK 1

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| Introduction to working in the creative industries. | 16.JUL.24 | 10am - 1pm |
| Course Introduction: <i>Individual Learning Plan & Taster Activity</i> | 16.JUL.24 | 2pm - 5pm |
| Marketing for Business | 17.JUL.24 | 10am - 1pm |
| CV Development | 17.JUL.24 | 2pm - 5pm |
| Brand Awareness | 18.JUL.24 | 10am - 1pm |
| Roles in the Industry | 18.JUL.24 | 2pm - 5pm |

WEEK 2

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| Presentations Skills - Team Culture | 22.JUL.24 | 10am - 5pm |
| Marketing Plans & Employer Briefs | 23.JUL.24 | 10am - 1pm |
| Understanding Brand Tone of Voice | 23.JUL.24 | 2pm - 5pm |
| Audience Analysis & Customer Personas | 24.JUL.24 | 10am - 1pm |
| Interview Techniques / Where to Find Work | 26.JUL.24 | 2pm - 5pm |

WEEK 3

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| Advanced Job Applications Techniques | 29.JUL.24 | 10pm - 5pm |
| Content Type & Creator Tools - Part 1 | 30.JUL.24 | 10am - 1pm |
| Content Type & Creator Tools - Part 2 | 30.JUL.24 | 2pm - 5pm |
| Social Media Campaign Generation | 31.JUL.24 | 10am - 1pm |
| Build a Website | 31.JUL.24 | 2pm - 5pm |
| Working on Portfolio: <i>Create Canva Ad Mock-ups</i> | 01.AUG.24 | 10am - 1pm |
| Meet the Employers | 01.AUG.24 | 2pm - 5pm |

WEEK 4

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| Mid-Point Review: <i>Individual Reviews + Recruitment</i> | 06.AUG.24 | 10am - 5pm |
| Data Analytics | 07.AUG.24 | 10am - 1pm |
| SEO & Keywords | 07.AUG.24 | 2pm - 5pm |
| Copywriting For SEO (Blogs) | 08.AUG.24 | 10am - 1pm |
| Working on Portfolio: <i>Create a Blog</i> | 08.AUG.24 | 2pm - 5pm |

WEEK 5

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| Working in Teams / Team Culture | 12.AUG.24 | 10am - 5pm |
| Email Marketing Theory | 13.AUG.24 | 10am - 1pm |
| Email Marketing Theory: Mailchimp | 13.AUG.24 | 2pm - 5pm |
| Evaluation of Success (KPIs) | 14.AUG.24 | 10am - 1pm |
| Working on Portfolio: <i>eMail Marketing and Plan Finalisation</i> | 14.AUG.24 | 2pm - 5pm |

WEEK 6

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| Guided Portfolio Development | 20.AUG.24 | 10am - 5pm |
| CV Reviews | 21.AUG.24 | 2pm - 5pm |

WEEK 7

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| Portfolio Presentations | 27.AUG.24 | 10am - 1pm |
| Portfolio Presentations | 27.AUG.24 | 2pm - 5pm |

WEEK 8

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| Working in Teams | 02.SEP.24 | 10am - 5pm |
| Next Steps & Progression: <i>Individual Action Plan Session</i> | 04.SEP.24 | 10am - 1pm |
| Progress Review & Evaluations: <i>Exit Forms & Final KSB</i> | 04.SEP.24 | 2pm - 5pm |
| Placement & Interviews | TBD | TBD |



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12 SEP → 18 OCT

[APPLY](#)

WEEK 9

Job Market Orientation & Goal Setting **12•SEP•24** 10am - 1pm

Introduction to Effective Job Applications **13•SEP•24** 10am - 3pm

WEEK 10

Building a Professional LinkedIn Profile **19•SEP•24** 10am - 1pm

Portfolio Development **20•SEP•24** 10am - 1pm

WEEK 11

Advanced Job Application Techniques **27•SEP•24** 10am - 1pm

WEEK 12

Effective Networking Strategies **04•OCT•24** 10am - 1pm

WEEK 13

Interview Skills Workshops **11•OCT•24** 10am - 1pm

WEEK 14

Portfolio Review & Personal Branding **18•OCT•24** 10am - 1pm