

	DATE	TRACK	TOPIC	
1	22-Oct-23	Social Media Marketing	Intro to Marketing	
2	29-Oct-23		Business Strategy & SMM	
3	05-Nov-23		Content for SMM - Part 1	
4	12-Nov-23		Content for SMM - Part 2	
5	19-Nov-23		Text & Visuals	
6	26-Nov-23		Promotional Tools	
7	3-Dec-23	Targeting	Data Analytics	EXAM
8	17-Dec-23		Facebook Ad Manager	
9	24-Dec-23		Targeting Settings	
10	31-Dec-23		Google Analytics	
11	07-Jan-24	Brand Marketing	Mobile App Promotion	EXAM
12	14-Jan-24		Product Launch - Part 1	
13	21-Jan-24		Target Audience	
14	28-Jan-24		Brand Positioning	Branding Project
15	04-Feb-24	AI in Marketing	AI Content Creation	
16	11-Feb-24		AI Analysis & Strategies	
17	18-Feb-24	Influencer Marketing	Market Research - Part 1	AI Project

	DATE	TRACK	TOPIC	
18	25-Feb-24	Influencer Marketing	Market Research - Part 2	
19	03-Mar-24		Market Analysis	
20	10-Mar-24		Influencer Marketing Strategy	
21	17-Mar-24		Briefing & Goal Setting	Influencer Project
22	31-Mar-24	Digital Marketing	Creative Proposal	
23	07-Apr-24		Analytical & Planning Tools	
24	14-Apr-24		Contracts & Reports	
25	05-May-24		Quantitative Market Analysis	
26	12-May-24		Value Proposition	
27	19-May-24	Web Development	Customer Development	EXAM
28	02-Jun-24		CJM (Customer Journey Map) - Part 1	
29	09-Jun-24		CJM (Customer Journey Map) - Part 2	
30	16-Jun-24		Idea Generation	
31	23-Jun-24		Basic Design Principles	EXAM
32	30-Jun-24		Tilda	
33	07-Jul-24		Wix	
34	14-Jul-24		PRO Features	

	DATE	TRACK	TOPIC	
35	21-Jul-24	Web Development	Web Analytics	
36	28-Jul-24		Release	
37	04-Aug-24	Final Project Presentations		
38	11-Aug-24			