Schedule subject to slight changes. All times are in Eastern.

1	Fundamentals Module	DATE	DAY	TIME (ET)
	Welcome - Goals of the Class and Technology	15-Jan	Tuesday	7-10 pm
	Business Bootcamp	17-Jan	Thursday	7-10 pm
	Planning for ROI - Baseline KPIs for CMO Dashboards	22-Jan	Tuesday	7-10 pm
	Marketing Segmentation - How to Determine Your ICP and TAM	24-Jan	Thursday	7-10 pm
	Sales & Marketing Alignment & Funnel Processes	26-Jan	Saturday	12-3 pm

2	Strategy Module			
	Aligning Business Strategy, Marketing Strategy & Message Strategy	26-Jan	Saturday	3:30-6:30 pm
	Message Strategy and Message Mapping	29-Jan	Tuesday	7-10 pm
	Understanding B2B Buyers & Buyer Personas	31-Jan	Thursday	7-10 pm
	Understanding B2B Buyers & Buyer Journeys	5-Feb	Tuesday	7-10 pm
	Content Strategy	7-Feb	Thursday	7-10 pm
	Strategy Presentation and Student Q&A	12-Feb	Tuesday	7-10 pm

3	Tactics Module			
	VALENTINE'S DAY – NO CLASS	14-Feb	Thursday	N/A
	Digital Marketing Overview - How All Tactics Work Together	19-Feb	Tuesday	7-10 pm
	Full Funnel Engagement	21-Feb	Thursday	7-10 pm
	Intro to SEO Basics	23-Feb	Saturday	12-6:30 pm
	Adwords	26-Feb	Tuesday	7-10 pm
	Adwords	28-Feb	Thursday	7-10 pm
	Facebook & Other Paid Social Channels	5-Mar	Tuesday	7-10 pm
	Facebook & Other Paid Social Channels	7- Mar	Thursday	7-10 pm
	SPRING BREAK – NO CLASS – MARCH 9-16	N/A	N/A	N/A
	Google Analytics	19-Mar	Tuesday	7-10 pm
	Google Analytics	21-Mar	Thursday	7-10 pm
	The Trade Desk - Programmatic Advertising	26-Mar	Tuesday	7-10 pm

4	Technology Module			
Intro to Marketing Automation and Martech Stack Review		28-Mar	Thursday	7-10 pm
Hubspot Growth Stack		2-Apr	Tuesday	7-10 pm
Marketo Soup to Nuts		4-Apr	Thursday	7-10 pm
Marketo Soup to Nuts		6-Apr	Saturday	12-6:30pm
Marketo Soup to Nuts		9-Apr	Tuesday	7-10 pm
Marketo Soup to Nuts		11-Apr	Thursday	7-10 pm
Marketo Soup to Nuts		16-Apr	Tuesday	7-10 pm
Marketo Soup to Nuts		18-Apr	Thursday	7-10 pm

5	Apprentorship			
Company Projects		22-Apr	3-May	TBD