



# ASB ALL-ASEAN Digital Marketing CLASS III

## Program Schedule: November 7 – December 10, 2018

Thursday November 7th, 2018		Friday November 8, 2019		Tuesday December 10 <sup>th</sup> , 2019
		7:00 A morning run with Prof ( <u>optional</u> )   8:00		
AM	8:15 Welcome Breakfast	8:15 Breakfast	4 WEEKS OF CAMPAIGNING OPPORTUNITY	
	9:00 <b>Welcome – TBA</b>  <b>Introduction</b> Willem Smit (ASB)  <b>Hack 1: Target Persona &amp; UX</b> Willem Smit (ASB)	9:00 <b>Hack 4: Paid Social: Youtube</b> Jia Wen Chuah (Google)  10:00 <b>Hack 4: Organic and Paid Social</b> Fadli Azali (iProspect),		
PM	12:15 Lunch	12:15 Lunch		12:15 Lunch
	13:45 <b>HACK 2: Search / SEO</b> Jacey Fong (Consider iProspect)  <b>Hack 3: Paid Search</b> Pui Yee Teoh (Dentsu Aegis Network)  17:00	14:30 <b>Hack 5: Email+CRM</b> Alex Glanville-Wallis (Dentsu Aegis Network)  <b>Hack 6: Campaign Management</b> Willem Smit (ASB)  17:00		13:30 Post-Campaign Report – Willem Smit (ASB) & Sudhansh Jadon (Dentsu Aegis)  Future of Digital – Willem Smit (ASB) & Sudhansh Jadon (Dentsu Aegis) 17:00 End of class

**Version: October 25, 2019, Program Director: Willem Smit**