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|  | **ASB ALL-ASEAN Digital Marketing CLASS IV****Program Schedule: October 1 – October 2, 2020** |
|  | **Thursday****October 1st, 2020** | **Friday****October2nd, 2020** |  |  |  | **Saturday****November 27th, 2020** |
|  |  | 7:00 A morning run with Prof (**optional**) |8:00 |  |  |  |  |
| AM | 8:15 Welcome Breakfast | 8:15 Breakfast |  | 4 WEEKS OF CAMPAIGNING OPPORTUNITY |  |  |
|  | 9:00**Welcome** – TBA**Introduction**Willem Smit (ASB)**Hack 1: Target Persona & UX** Willem Smit (ASB) | 9:00**Hack 4: Paid Social (2): FB,IG,TikTok**Willem Smit (ASB)10:00 **Hack 4: Organic and Paid Social** tba |  |  |  |
| PM | 12:15Lunch | 12:15Lunch |  |  | 12:15 Lunch |
|  | 13:45**HACK 2: Search / SEO**tba**Hack 3: Paid Search**tba**Hack 4: Paid Social (1): Youtube**Jia Wen Chuah (Google)17:00 | 14:30**Hack 5: Email+CRM**tba**Hack 6: Campaign Management**Willem Smit (ASB)17:00 |  |  | 13:30Post-Campaign Report –TBAFuture of Digital – Willem Smit (ASB) 17:00 End of class |
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**Version: August 25, 2020, Program Director: Willem Smit**