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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 | | 12:15  Lunch | 12:15  Lunch |  |  | 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 |  |  | 13:30  Post-Campaign Report –  TBA  Future of Digital –  Willem Smit (ASB)  17:00 End of class |
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**Version: August 25, 2020, Program Director: Willem Smit**