

*Schedule subject to slight changes. All times are in Pacific.*

<b>1</b>	<b>Fundamentals Module</b>	<b>DATE</b>	<b>DAY</b>	<b>TIME (PT)</b>
	Welcome - Goals of the Class, Technology, and Apprentorship™ Introduction	15-Jan	Tuesday	4-7 pm
	Business Bootcamp	17-Jan	Thursday	4-7 pm
	Planning for ROI - Baseline KPIs for CMO Dashboards	22-Jan	Tuesday	4-7 pm
	Marketing Segmentation - How to Determine Your ICP and TAM	24-Jan	Thursday	4-7 pm
	Sales & Marketing Alignment & Funnel Processes	26-Jan	Saturday	9 am-12 pm

<b>2</b>	<b>Strategy Module</b>			
	Aligning Business Strategy, Marketing Strategy & Message Strategy	26-Jan	Saturday	12:30-3:30 pm
	Message Strategy and Message Mapping	29-Jan	Tuesday	4-7 pm
	Understanding B2B Buyers & Buyer Personas	31-Jan	Thursday	4-7 pm
	Understanding B2B Buyers & Buyer Journeys	5-Feb	Tuesday	4-7 pm
	Content Strategy	7-Feb	Thursday	4-7 pm
	Strategy Presentation and Student Q&A	12-Feb	Tuesday	4-7 pm

<b>3</b>	<b>Tactics Module</b>			
	VALENTINE'S DAY – NO CLASS	14-Feb	Thursday	N/A
	Digital Marketing Overview - How All Tactics Work Together	19-Feb	Tuesday	4-7 pm
	Full Funnel Engagement	21-Feb	Thursday	4-7 pm
	Intro to SEO Basics	23-Feb	Saturday	9 am-3:30 pm
	Adwords	26-Feb	Tuesday	4-7 pm
	Adwords	28-Feb	Thursday	4-7 pm
	Facebook & Other Paid Social Channels	5-Mar	Tuesday	4-7 pm
	Facebook & Other Paid Social Channels	7- Mar	Thursday	4-7 pm
	GREENFIG SPRING BREAK (classes vary by school)	N/A	N/A	N/A
	Google Analytics	19-Mar	Tuesday	4-7 pm
	Google Analytics	21-Mar	Thursday	4-7 pm
	The Trade Desk - Programmatic Advertising	26-Mar	Tuesday	4-7 pm

<b>4 Technology Module</b>			
Intro to Marketing Automation and Martech Stack Review	28-Mar	Thursday	4-7 pm
Hubspot Growth Stack	2-Apr	Tuesday	4-7 pm
Marketo Soup to Nuts	4-Apr	Thursday	4-7 pm
Marketo Soup to Nuts	6-Apr	Saturday	9am-3:30pm
Marketo Soup to Nuts	9-Apr	Tuesday	4-7 pm
Marketo Soup to Nuts	11-Apr	Thursday	4-7pm
Marketo Soup to Nuts	16-Apr	Tuesday	4-7pm
Marketo Soup to Nuts	18-Apr	Thursday	4-7 pm

<b>5 Apprentorship™ Presentations</b>			
Prepare and present on company projects executed throughout the course	22-Apr	3-May	TBD