

Cal Poly Extended, Professional & Continuing Education

COLLABORATIVE PARTNER

SUMMER SPRINGBOARD

Marketing Bootcamp

New student admissions for summer 2026 are open.

2-Week Course

This is a two-week program where you'll focus on one course for the entire duration.

Program Highlights

- Bring an online business idea to life by analyzing the target market's needs and wants.
- Learn about creative materials that can be used to capitalize on various distribution channels for a product's target market.
- Gain exposure to important branding guidelines for a variety of materials one can use to market their products.
- Learn how to evaluate various marketing designs to create cost-effective advertising to get your product to the market.

2026 Dates

- Session 2: July 19 - July 31

Academic Program Overview

This course is THE course for any student who is interested in starting their own online business. In this course students will learn how to create a campaign to market products in any industry of their choosing. Students will begin with researching the target market and their purchasing behavior to determine the best channel(s) to market. Then, the course will move to the creative process/ideation, to bring the best design for the proper distribution channel. Next, students will produce personalized marketing materials using Adobe InDesign and variable data/personalization campaigns. In this course we will also review the creation of consumer personas, determination of Total Available Market (TAM) size, and target analytics will be learned.

Excursions

TBA

Instructor

Dina Vees, Associate Professor

Dina Vees earned her Bachelor of Science in Graphic Communication from Carroll University and a Master of Fine Arts in Media Design from Full Sail University. Her teaching and research interests are Prepress, workflow automation, variable data, marketing, and HTML/CSS/JavaScript. Dina was a Print Media Instructor at Waukesha County Technical College, an instructor at the Milwaukee Graphic Arts Institute and has worked at Harley-Davidson in the motor clothes division. She currently teaches Orientation to Graphic Communication, Consumer Packaging, and Applied Graphic Communication Practices.

Course Structure

There are nine three-hour class sessions over the two-week course. During week one, students have class from 9 a.m.-noon, Monday - Friday. During week two, students have class from 9 a.m.-noon Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).

Tuition Information:

Residential Students

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop-off service (available for an additional fee)
- Price: $5,398

Commuter Students

- Includes: lunch, academic course, excursions, programming from 9am to 5pm, Monday-Friday
- Excludes: lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for $125 per day
- Price: $2,998

Typical Schedule

8AM	Breakfast
9AM	Academic Course / Commuter Student Arrival
12PM	Lunch
1:30PM	Academic Excursions or Recreational Activity
3:30PM	College Readiness Workshop or True You
5PM-6:30PM	Commuter Student Departure
6PM	Dinner
7PM	Clubs
10:30PM	Night Checks

Supplements:

- Application fee: starting at $99 (mandatory, nonrefundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click here for more info.

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

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