

SUMMER SPRINGBOARD
Look Inward. Go Upward.

Digital Marketing + Social Media Infosheet

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

- Learn the fundamental topics of Marketing by exploring subjects such as branding, consumer behavior, developing campaigns, and the basics of advertising.
- Segmentation, Targeting, and Positioning: How to assess market potential, understand and analyze customer behavior, and focus resources.
- Branding: How to develop, measure, and capitalize on brand equity.
- Pricing: How to set prices that capitalize on value to customer and capture value for the organization.
- Go to Market Strategy: How to understand the role of distributors, retailers, and other intermediaries in delivering products, services, and information to customers.

2026 Dates

Barnard

- Session 2: July 19 - July 31

Academic Program Overview

People often think marketing is strictly about advertising, however, marketing is complex. It encompasses tons of different disciplines, strategies, and tactics. As a result, developing a basic understanding of how it works can be difficult. Learning the trade can take years of dedication and honing your craft, oftentimes in a handful of specific areas (such as branding, social media, copy-writing, or analytics). Like a lot of things, though, future success starts with solid fundamentals. And if you're looking to learn the basics of marketing, you've come to the right place. This course will cover everything you need to get started on your marketing journey. Think of it like the ultimate 101, packed full of actionable advice and laid out to be easy to understand, turning complicated concepts into easily digestible chunks of information.

Not only will you learn what drives a business, but you will also learn what drives you and how to promote yourself and your skills. Using real world-case studies, students will also develop branding and promotion for a specific product or service for a business and launch their own marketing campaign/website.

Excursions

Develop your own brand and create professional content to promote it. Get a behind-the-scenes look into the marketing field by visiting a local business and meeting the marketing team.

Instructors

Max Kalnitz

Max Kalnitz is a digital marketing and social media professional with over five years of experience in social media strategy and eight years as an award-winning multimedia journalist, with work published in national and local outlets. He specializes in TikTok marketing, audience growth, and content performance, and actively manages and scales social media accounts across platforms, including TikTok, Instagram, LinkedIn, Facebook, and YouTube.
Max has led international teams of content creators and interns, and provided creative direction for major brand campaigns, including Prime Day, Black Friday/Cyber Monday, and holiday launches. He has collaborated on large-scale product rollouts and brand partnerships with companies such as Walmart, Target, Peanuts, HelloFresh, and Trader Joe's. He has successfully launched and grown TikTok accounts from the ground up, generating millions of views and driving measurable sales growth through viral content.

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**: $5,998

Commuter Students:

- **Includes:** lunch, academic course, excursions, programming from 9am to 6pm, Monday-Friday
- **Excludes:** lodging, breakfast, dinner, weekend excursions
  - Weekend excursions can be added on for $125 per day
- **Price**: $3,298

Supplements:

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

Course Structure

There are five 4-hour class sessions over the one-week course. Students have class from 9am-1pm, Monday-Friday.
Afternoons are dedicated to students' course-specific academic excursion, guest speaker or activity.

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

More info on Airport Transfer

More info on Unaccompanied Minor Service

Apply Now!

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