



**SUMMER  
SPRINGBOARD**  
Look Inward. Go Upward.

# Digital Marketing Hybrid Infosheet

New student admissions for  
Summer 2023 are open.



## Program Highlights

- Market analysis: Learn to identify key audiences, segmentation within the market, and create target personas with a customer empathy map.
- Financial modeling: Analyze key metrics like return on investment (ROI), customer acquisition cost (CAC), and lifetime value (LTV).
- Ad bidding & auction: Click bidding, bid management, and budgeting— learn how to outmaneuver your competition. Learn the basics of Google Analytics to measure your campaign performance.
- Channels & tracking: The role of digital channels such as broadcast, direct, & social.
- Brand & Social Media: Create a social ad campaign for Facebook, Twitter, and Instagram. Produce a strategy that outlines key messaging, content mapping, distribution, and measurement.
- Search Engine Optimization (SEO): Improve the search discoverability of your brand and products with SEO strategies and tactics.

## Session Dates:

New York

- July 2 - July 14, 2023

## ➤ Hybrid Program Overview

Students in our Hybrid program receive a truly unique, immersive experience coupling our in-person and online programs. Students will stay at a quintessential dormitory in Austin while taking classes online from top-notch staff recruited from across the globe. We will have spaces set up for students to go and attend their online classes and join their classmates from around the world.

## 📖 Academic Program Overview

This innovative college-level course in partnership with iXperience is perfectly designed to help high schoolers gain real world knowledge and experience before committing to a Digital Marketing path in college. You will get the opportunity to apply your newly gained skills to a hands-on project for a positive cause. While specific briefs vary from course to course, all of the projects are selected to perfectly complement the skills covered in class and enable students to make a real-world impact.

Week 1: Focus on picking up new industry-relevant skills at a rapid pace.

Week 2: Collaborate on a social impact project that you can add to your resume and discuss in job interviews.

## Tuition Information:

### Residential Hybrid

- Includes: all meals, lodging, excursions, Academic Course, weekend excursions
- Excludes: optional airport pickup and drop off service (available for an additional fee)
- Price: \$5,498

## Supplements:

- Application fee: \$99 (mandatory, non-refundable)
- Emergency Medicine course supplement: \$250 tuition (mandatory)

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

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Summer Springboard programs are not run by our campus partners. Universities and their affiliated departments are not responsible for the Summer Springboard program in any way. This program is not sponsored by the University.



## Student Life

Austin city life offers many activities for students to enjoy during the summer. The UT Tower is a must, with beautiful views from the Observation Deck. Don't forget to grab a slice from Home Slice Pizza, serving authentic NY-style pizza.



## Activities and Excursions

Explore Austin, the playground for eating, drinking, and having fun. Experience art and culture, and listen to live music as part of your group adventures in the city. And take part in educational excursions to organizations working in your academic field of interest.



## Lodging and Meals

Live where you learn! Students will get an opportunity to make the most of their college experience by residing in residential halls, attending classes on a college campus, and eating most meals in a dining hall.



## Enrichment Electives

- College Prep
- Community Service
- Photography
- Public Speaking
- English Composition & Writing
- Outdoor Athletic Training