



**SUMMER**  
SPRINGBOARD

# DIGITAL MARKETING

## COURSE INFO SHEET HYBRID PROGRAM

### 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.

### CAMPUS LOCATION & DATES

**UC Berkeley**  
July 4- July 14, 2022

### 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.

- Courses take place from 9am - 12pm Pacific Time
- 2-4 hours of homework every week day.
- 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.
- Certificate of boot camp completion.

## 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 our quintessential dormitories at UC Berkeley, 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 class and join their classmates from around the world.

## GUEST SPEAKERS AND EXCURSIONS

Students visit the stadium of the San Francisco Giants baseball team to learn about careers in the business of sports. In addition, students will visit another major corporation in the region. In past years, students have visited Facebook, the Better Business Bureau and other institutions.

## STUDENT LIFE

While living like a Berkeley undergrad, enjoy hanging out in the common areas, both indoors and out. This is California, after all!

Also, don't forget to grab some of the best local coffee or boba tea in the neighborhood while you're here. Telegraph Avenue is a great spot to meet with friends for a quick outing.

## ACTIVITIES & EXCURSIONS

Explore San Francisco and Silicon Valley, quite possibly the most innovative region of the world.

Experience Fisherman's Wharf, Union Square and Giants Stadium 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 & MEALS

Students share a dorm room (without A/C) and use a common bathroom at UC Berkeley - just like freshmen on campus often would! Lodging will be in the Residence Halls Complex and you can expect similar accommodations during your time on-campus. Meals will be at Crossroads Dining Hall or at local eateries in Berkeley which can accommodate all diets.

## ENRICHMENT ELECTIVES

- College Prep
- Community Service
- Photography
- Public Speaking
- Persuasive Writing
- Outdoor Athletic Training

## TUITION\*

### Residential Hybrid: \$4,998

Includes: all meals, lodging, excursions, Academic Course, weekend excursions; Excludes: optional airport pickup/drop off service (available for additional fee)

## TUITION SUPPLEMENTS:

- Application fee: \$99 (mandatory, non-refundable)
- Emergency Medicine course supplement: \$250 tuition (mandatory)
- Group airport transfers: \$95 each way. Transfers outside of the official group pick-up and drop-off time window are \$195 each way (optional)
- Unaccompanied minor transportation: \$50 additional fee each way (if using airport transfer)

\*December 31, 2021 Tuition will increase to: \$5,498 (Yale, Berkeley, UCLA); \$5,198 (Boston, Georgetown, San Diego, New York), \$2,998 (Commuter); \$3,598 (Extended Commuter)

## A DAY IN THE LIFE OF A SUMMER SPRINGBOARD STUDENT

### CAMPUS BASED - TYPICAL WEEKDAY SCHEDULE

