



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

# Digital Marketing Online

New student admissions for  
Summer 2023 are open.



## Track Highlights

- Market analysis: Understand the mechanics of how audiences are marketed to and how marketers can co-opt those powers
- Develop a future-oriented framework that builds on the foundations of marketing and incorporating fast-evolving technologies and behavioral science
- 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.



## Academic Program Overview

Digital marketing through mega platforms like Google, Facebook, Snapchat, and TikTok is a powerful force that has fundamentally shaped everything from politics to entertainment and culture. 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.



*This class was one of the most rewarding classes I have ever taken, and I honestly could not have asked for a better teacher. Figuring out my career path now seems a little less daunting thanks to the iX teaching team.*

-Lilly Chadwick , From Princeton University

# Instructor

## Ángela Ávila Peiró and Alejandro Sierra

Instructor Ángela Ávila Peiró - Ángela is a seasoned and award-winning UX Designer and Digital Marketer, active in the industry since 2017. She has served in roles as a copywriter, growth strategist, community manager, creative designer and editor across several major marketing projects in Spain and internationally. Through her work, she received awards from the Universidad CEU San Pablo and Atresmedia. She received her degree in Strategic Communication Studies from Columbia University New York, and also completed parts of her undergraduates at the Universidad CEU San Pablo in Spain.

Micro-Internship Coach/TA Alejandro Sierra - Alejandro is an international trade & investment advisor for the Economic and Commercial Office in Mumbai and was the former director of business development for Kaph Karuna based in Madrid, Spain. He received his MBA in International Management from ICEX-CECO. Alejandro is proficient in English, Portuguese, French, and Spanish.



## 2023 Dates

### Online

- Session 2: July 3 - July 13 (Online Only)

All classes will be run from:

7:00am - 10:00am PDT

9:00am - 12:00pm CDT

10:00am - 1:00 pm EDT

This program is also available in a hybrid format. For more details visit [our website](#).



## Real-World Class Project

In this course, students will work in groups while undertaking a project for a real-world assigned client. The students will use different problem-solving methodologies and their initiative to conceptualize social impact-driven solutions for their client. Previous project partners have included Inetum, a company headquartered in Paris, France, with a Data Science and Analytics unit office located in Lisbon. Students in this course previously worked with Inetum's Data and Analytics lead on a real world project that involved analyzing data related to spending patterns of consumers in two Lusophone countries that assisted their client with the development of new strategies to narrow the profitability gap in their operations.

### **In addition to the real-world project, students will be able to:**

- Explore how to use different problem-solving methodologies, implementing hypothesis-driven analysis and critical thinking skills
- Learn how to use initiative to conceptualize social impact-driven solutions for organizations, in the absence of full information, while solving for complex problems
- Learn how to grapple with complex global issues and developments and their implications for the future
- Gain teamwork skills and the ability to collaborate with others in a diverse group setting
- Apply what you learn in the classroom in the real world project experience
- Gain invaluable soft skills necessary to excel in the workplace while working in an international culture

## Payment Information

- Price: \$1,798
- Application fee: \$99 (mandatory, non-refundable)
- Emergency Medicine & Pre-Med course supplement: \$250 tuition (mandatory)

## Program Information

This program is open to any high school student who will be entering freshman, sophomore, junior or senior year in Fall 2023. Space is limited. Each session is limited to 35 students per track. Online classes will be held via Zoom and facilitated in real-time by the instructor and a classroom coordinator.



## Course Structure

- Week 1: Students will kick off their week with a course orientation, then move on to brand building and researching data & analytics. They will then learn about paid and programmatic advertising, and then finish the week learning about creating digital marketing content.
- Week 2: In their second week, students will learn more about storycrafting, campaigning, and direct marketing. Students will explore ethics in digital marketing. Their second week will culminate with a final presentation.

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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.