

LEARNING SEVEN

is a cutting-edge training in Marketing blending on-line and face-to-face workshop.

The programme's overarching objective is to build and reinforce marketing skills, empowering professionals to grasp the boundless opportunities offered by today's fast changing digital age.

WHO IS THIS PROGRAMME FOR ?

Professionals – from specialist to marketing manager position – who would like to update their skills and knowledge, in the context of marketing in a digital world. The programme builds on established marketing fundamentals therefore some prior marketing knowledge is requested.

WHAT DOES THE PROGRAMME CONSIST OF ?

The 'Marketing in a Digital World Certification programme' consists of an eLearning programme composed of 7 modules, totalling 30h (+ 20h recommended to deepen with additional course materials) and a one day face-to-face expert workshop designed by marketing experts and digital key thought leaders. It delivers a professional certification.

WHAT IS THE INVESTMENT ?

Pricing starts at 1500 CHF to 800 CHF for a minimum of 50 subscribed online-licenses, plus 200 CHF for the workshop. A minimum of 20 people is required for each workshop.

WHAT WILL YOU LEARN ?

MODULE 1 State of the Digital World

to explore the consumer's new playground and its unprecedented impact on brands

MODULE 2 Marketing fundamentals

to build on the essentials of marketing to shape your brand success in the digital world

MODULE 3 Strategic Planning

to get inspiration and learn how to drive your brand, communication and media planning in this ever-changing environment.

MODULE 4 Targeting & Data

to seize the new opportunities of targeting approaches to reach your audience.

MODULE 5 Formats

to benefit from the key digital formats to engage with your targeted consumers in a relevant and powerful way.

MODULE 6 Platforms

to deep dive into the leading platforms and build your brand presence, where your consumers are spending most of their time.

MODULE 7 Measurement

to delve into the measurement landscape and leverage its tools and methods.



European Marketing
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Chairman
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President at DMI
International



Global Brand
Partner at Nielsen



Writer, Lecturer
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in Marketing



Strategic Planning
Director at Publicis

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Google

Instagram

YouTube

axiom

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