

CURRICULUM SCHEDULE

Week 1

- **Intro “Hive Meeting”:** meet your fellow cohorts, get an overview of the course and set some core objectives

Week 2

- **First lesson:** Module 1, Customer Profiles
It's critical to make your marketing about your primary customer! Learn how to identify and cater to your buyer.

Week 3

- **Second lesson:** Module 2, Branding
Branding is more than a name and logo. Learn the elements of branding and how to create a brand that will appeal to your buyer

Week 4

- **Third lesson:** Module 3, Digital Marketing
Today's marketing is digital. And there is a lot of it. Learn the breadth of digital marketing and how to be effective using digital channels

Week 5

- **Fourth lesson:** Module 4, Traditional Media
Today's marketing is still personal. Neglecting traditional media outlets is a mistake. You can't do all of your marketing from a screen and keyboard!

Week 6

- **Fifth lesson:** Module 5, Marketing Planning, Channels
Now that you know all of the options, how do you narrow them down?

Week 7

- **Sixth lesson:** Module 6, Marketing Planning, Content
Be an effective content planner. Make big, meaty content work across all of your channels. Work smart, not hard, on building content.

Final Week

- **Hive “Wrap” session** Final thoughts, feedback, keeping in touch plans

The first week, you'll have a joint session with Lisa and Angela to help us get to know your business and marketing objectives. Every week after, you'll set a one-hour working session with either Lisa or Angela via their calendars.