

Digital Marketing-Week 1

Course Overview and Orientation (10 Minutes)

Tom Bowden-Green provides an overview of the course, and the importance of Digital Marketing.

Learn: Case Study- Apple (30 Minutes)

Using the Case Study Provided, dive deeper into Apple's approach to traditional and digital marketing, and how they go about engaging their audience

Learn: Case Study- Personal Branding (10 Minutes)

Take a look at how Digital Marketing and developing your personal brand can help drive your career forward.

Summary and Close (5 Minutes)

Take this chance to ask any final questions you may have, and to review what you learned this week.. Week 2 of Digital Marketing is next!

Discussion (5 Minutes)

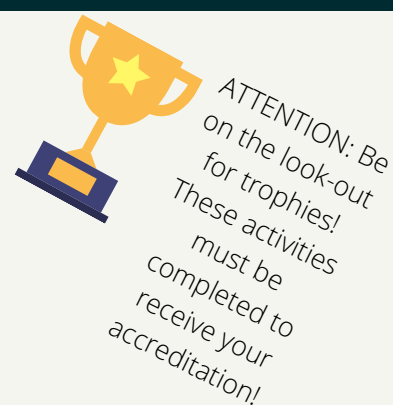
Post on the Discussion Board your thoughts in relation to Topic 1- should all students be interested in learning Digital Marketing? What do you think?

Collaborate: Group Activity (30 Minutes)

Work with your team to develop a content marketing plan for the product you're given... this activity is key to complete in order to receive your accreditation!

Live: Start-Ups and Sole Trading (60 Minutes)

Enjoy your first interactive live session, with the opportunity to ask questions and discuss what you're learning throughout!



Digital Marketing-Week 2

Recap of Week 1 and Preparation for Week 2 (5 Minutes)

Missed some days last week? Don't panic! Week 1 will be recapped, with a look ahead to what you will learn this week.

Learn: Story-Telling and Building a Brand (60 Minutes)

Work through a series of texts and activities, diving deeper into how story-telling can help build your brand!



Collaborate: Story-Telling in Action (45 Minutes)

Write your own story following the briefs provided, and post it on your LinkedIn.. then support your peers by interacting with theirs! You know what that trophy means, too, so pay close attention and give it your all!

Live: Content Marketing and Brand Engagement (60 Minutes)

A live session looking at how real-world organisations drive engagement through content marketing.

Summary and Close (5 Minutes)

One last chance to revisit all that has been learned on Digital Marketing, and to wrap everything up before moving on to Data Analytics in Week 3!



ATTENTION: Be on the look-out for trophies! These activities must be completed to receive your accreditation!

Data Analytics-Week 1

Course Overview and Orientation (5 Minutes)

Professor Kamran Munir kicks proceedings off this week by explaining the importance of Data Analytics in the modern world.

Learn: Data Analytics in Action (30 Minutes)

This content will help familiarise yourself with some of the key concepts that underpin Data Analytics, and how they can be used in the workplace.

Learn: Case Study- Uber (30 Minutes)

Take a look at what Data Analytics may look like across a variety of different industries before a closer look at how Uber use Supply and Demand Gap Analytics.

Summary and Close (5 Minutes)

It's that time again already! Wrap up the week with some final thoughts and questions before preparing for Data Analytics Week 2!



ATTENTION: Be on the look-out for trophies! These activities must be completed to receive your accreditation!

Discussion (5 Minutes)

Another Discussion Board post starts off your involvement in Week 1 of Data Analytics, and asks the question: is data analytics something all students should look to learn at Undergraduate level?

Collaborate: Group Activity (30 Minutes)

Work with your team and use some of the data provided to show your skills as data-driven decision makers! Another chance to help secure yourself that accreditation!



Live: Small and Medium Enterprises (60 Minutes)

Another interactive live session, covering some of the key points you need to know about starting your career at a Small or Medium-sized organisation.

Data Analytics-Week 2

Recap and Forward Look (5 Minutes)

Again- don't panic if you didn't quite catch everything last week! You can recap the content now, and take a look at what is to come this week.



ATTENTION: Be on the look-out for trophies! These activities must be completed to receive your accreditation!

Learn: Hands-On Property Activity (60 Minutes)

This week kicks off with a fun, interactive activity, utilising Google Sheets to delve into a variety of different Data Analytics techniques, put into context with examples from the property market.

Collaborate: Group Decision-Making Project (45 Minutes)



Work with your teams to put your Data Visualisation and Decision-Making Skills to the Test!

Live: Data Driven Decision-Making in Action (60 Minutes)

This live session invites you to an in-depth look at how leading organisations solve problems and make decisions based on the data they gather

Summary and Close (5 Minutes)

Take a deep breath, sit back, and go over what you learned these last two weeks. Get any last thoughts out on paper, and get ready for your final two weeks!

Artificial Intelligence-Week 1

Course Overview and Orientation (10 Minutes)

Professor Kamran Munir is back, this time talking you through the role of Artificial Intelligence in all of our day lives.

Learn: AI in Action! (40 Minutes)

It's time to take a look at the different types of Learning involved in AI- this section will cover both Supervised and Unsupervised Learning through a variety of different texts and videos.

Learn: Case Study- Autonomous Vehicles (30 Minutes)

Another chance to look deeper into AI in action.. this time in the form of autonomous vehicles!

Live: Large and Multinational Organisations (60 Minutes)

This live session looks at starting your career at large-scale organisations, and what this may entail.

Discussion (5 Minutes)

So, what of Artificial Intelligence? Should all students be learning about this topic? This is a chance to post your thoughts in the Discussion Boards!

Quiz Time! (10 Minutes)

This quiz will give you a chance to show what you've learned so far about Artificial Intelligence. Be sure to give it your all, as this is another one of the key, accredited activities!

Learn: Constraints of AI (30 Minutes)

Take a look at some of the wider socioeconomic implications of AI, as well as other potential issues and constraints.

Summary and Close (5 Minutes)

A final look at the week's content before moving on to your final week!



Artificial Intelligence-Week 2

Recap and the Week Ahead (5 Minutes)

This is a chance to look at all you learned in Week 5 before moving forward to your final week on the course, covering further aspects of Artificial Intelligence.



ATTENTION: Be on the look-out for trophies! These activities must be completed to receive your accreditation!

Collaborate: Using AI in Recruitment to your Advantage (45 Minutes)

You now have a chance to improve your own LinkedIn profile using your new skills, and the opportunity to support your peers in improving theirs! A big step towards future success!



Game Time! (10 Minutes)

A fun, short game starts things off this week, looking at how AI is embedded into recruitment, and some of the implications of this.

Live: Innovative and Ethical Artificial Intelligence (60 Minutes)

Take a look at how machine learning can be used to provide innovative solutions in the workplace, while still maintaining awareness of ethical considerations.

Summary and Celebration! (5 Minutes)

Phew! Just like that, your six weeks is over! Take some time to reflect, to celebrate all you've achieved, and to enjoy the new accreditations you'll have to your name!

Congratulations!