



DIGITAL MARKETING AND SOCIAL MEDIA SCHEDULE October 2023

* All dates are Provisional

Weeks	Wednesday - 6:30pm to 9:30pm	
Week 1	Wednesday, October 4, 2023	Digital marketing strategy
Week 2	Wednesday, October 11, 2023	Effective website
Week 3	Wednesday, October 18, 2023	Gaining insights - Use website analytics
Week 4	Wednesday, October 25, 2023	Email marketing
Week 5	Wednesday, November 1, 2023	Inbound and Content marketing
Week 6	Wednesday, November 8, 2023	Digital Marketing Campaigns
Week 7	Wednesday, November 15, 2023	Social media marketing 1
Week 8	Wednesday, November 22, 2023	Social media marketing 2
Week 9	Wednesday, November 29, 2023	Mobile marketing
Week 10	Wednesday, December 6, 2023	Integrated digital marketing plan - Final Presentation