

Smart Marketing planning – Minor Digital Marketing and MM Block 8

Calendar Week	Course week	Preparation and deadlines	Lecture
17 Week of April 22 <sup>nd</sup>	2.1	<p><b>Before class</b> Read BlackBoard</p> <p><b>After class</b> Draft of Smart Marketing Framework for the DJ Company</p>	<p><b>Business goals &amp; marketing goals</b></p> <ul style="list-style-type: none"> <li>• Course introduction</li> <li>• Making groups</li> <li>• Introduction to the Smart Marketing framework</li> <li>• DJ Company presentation (including introduction to SalesForce) and Q&amp;A</li> <li>• Division of relevant topics amongst group: <ul style="list-style-type: none"> <li>- <b>Goal-setting:</b> a deepdive into how you do it and which methods can be used</li> <li>- How to determine <b>High Value Audiences:</b> <i>which elements have to be taken into consideration and how do you use data to do so?</i></li> <li>- <b>Omnichannel based on data:</b> <i>what is it and what can you do with it?</i></li> <li>- <b>CRM:</b> <i>what is it and what can you do with it?</i></li> <li>- <b>Salesforce:</b> <i>what is it and what can you do with it?</i></li> </ul> </li> </ul> <p>Please see the case description for more context on the topics.</p>
18 Week of April 29 <sup>th</sup>		Lecture free week	
19 Week of May 6 <sup>th</sup>	2.2	<p><b>Before class</b> Draft of Smart Marketing Framework for the DJ Company</p> <p><b>After class</b> Finish set-up Smart Marketing framework for the DJ Company</p> <p><b>Work on <a href="#">your Google Analytics certificate</a></b></p>	<p><b>Topic presentations and Smart Marketing framework</b></p> <ul style="list-style-type: none"> <li>• Business goals investigation</li> <li>• High Value Audiences</li> <li>• Topic presentations – 10 minutes per group.</li> <li>• Discuss the first set-up of your framework with your teacher</li> </ul>

		<a href="#">before the week 3 lecture</a>	
20 Week of May 13 <sup>th</sup>	2.3	<p><b>Before class</b> Finish set-up Smart Marketing framework for the DJ Company</p> <p><a href="#">Upload your Google Analytics certificate before the week 3 lecture</a></p> <p><b>After class</b></p> <p>Finish data analysis to set your focus for the DJ company. Schedule an appointment with Marijn in case you need additional data (sets)</p>	<p><b>Digital marketing platform metrics and attribution</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Upload your Google Analytics certificate before the week 3 lecture</a></li> <li>• Marketing channel attribution</li> <li>• An introduction to GA and data analysis to set your focus for the DJ company</li> </ul>
21 Week of May 20 <sup>th</sup>	2.4	<p><b>Before class</b></p> <p>Finish data analysis to set your focus for the DJ company. Schedule an appointment with Marijn in case you need additional data (sets)</p> <p><b>After class</b></p> <ul style="list-style-type: none"> <li>• Work on your HVA based on GA4 data</li> </ul>	<p><b>More data, High Value Audiences and omnichannel possibilities</b></p> <p>(Preparation for) Google Analytics Workshop</p>
22 Week of May 27 <sup>th</sup>	2.5	<p><b>Before class</b></p> <ul style="list-style-type: none"> <li>• Prepare your questions for the Salesforce workshop</li> </ul>	<p>Omnichannel, Google Looker Studio and Salesforce</p> <ol style="list-style-type: none"> <li>1. Omnichannel possibilities to solve the DJ Company's challenges</li> <li>2. Introduction to Google Looker Studio</li> </ol>

		<p><b>After class</b></p> <ul style="list-style-type: none"> <li>• Finish your HVA based on salesforce data and work on your omnichannel possibilities</li> </ul>	<p>3. Salesforce workshop</p>
23 Week of June 3th	2.6	<p><b>Before class</b></p> <p>Prepare an update presentation including:</p> <ul style="list-style-type: none"> <li>• Your framework</li> <li>• Your HVA</li> <li>• Your gained insights</li> <li>• Your questions</li> </ul> <p><b>After class</b></p>	<p><b>Progress presentations</b></p> <ul style="list-style-type: none"> <li>• What is your focus for the DJ Company?</li> <li>• Who is your HVA?</li> <li>• What insights do you have?</li> <li>• How does it align with your Framework?</li> </ul> <p><b>Tuesday June 4th</b> Group 1: 13:30 – 13:50 Group 2: 13:50 – 14:10 Group 3: 14:10 – 14:30</p> <p><b>Thursday June 6th</b> Group 6: 9:30 – 9:50 Group 5: 9:50 – 10:10 Group 4: 10:10 – 10:30 Group 3: 10:30 – 10:50 Group 2: 10:50 – 11:10 Group 1: 11:10 – 11:30</p>
24 Week of June 10 <sup>th</sup>	2.7	<p>Last chance to ask questions!</p>	<p><b>Work, work, work &amp; Q&amp;A teacher</b></p> <ul style="list-style-type: none"> <li>• Work, work, work and... finish!</li> <li>• Ask any last questions you might have to your teacher</li> </ul>
25 Week of June 17 <sup>th</sup>	2.8	<p><b>Assessment week</b></p> <p>Hand in:</p> <ul style="list-style-type: none"> <li>- Your framework</li> <li>- Advisory plan</li> <li>- Dashboard</li> <li>- individual one-pager</li> </ul>	<p><b>Thursday June 20<sup>th</sup> – year 4</b> Group 1: 9:30 – 10:00 Group 2: 10:00 – 10:30 Group 3: 10:30 – 11:00 (Group 4: 11:00 – 11:30)</p> <p><b>Thursday June 20<sup>th</sup> - Minor</b></p>

		<p><b>Deadline: Monday June 17<sup>th</sup> before 17:00</b> through the submission points on BB.</p> <p><b>Group pitch presentation</b> maximum 15 minutes with Q&amp;A after</p> <p><b>Year 4:</b> Tuesday June 18<sup>th</sup> from 9:30 –</p> <p><b>Minor:</b> Thursday June 20<sup>th</sup> from 10:30 – 14:00</p>	<p>Group 1: 10:30 – 11:00 Group 2: 11:00 – 11:30 Group 3: 11:30 – 12:00 Group 4: 12:30 – 13:00 Group 5: 13:00 – 13:30 Group 6: 13:30 – 14:00</p>
26 Week of June 24 <sup>th</sup>	2.9	Resit week	

**Commented [DL1]:** @Baart O. Oeds Ik zie dat jij afgelopen Smart de assessments in week 6 en 7 hebt gedaan? Hoe beviel dat?

**Commented [BO2R1]:** We hadden twee klanten/bedrijven dus moesten ook twee keer beoordelen. In jouw geval gewoon 1x doen.