



Wednesday & Thursday Sessions: 4:00-7:00 pm Pacific Time/ 7:00-10:00 pm Eastern Time
Saturday Sessions: 9:00 am-2:00 pm Pacific Time/ 12:00-5:00 pm Eastern Time

FUNDAMENTALS

Business Bootcamp	Wednesday, Sep 13
Cognitive Bias and the Impact on Marketing	Thursday, Sep 14
Planning for ROI – Baseline KPIs for CMO Dashboards	Wednesday, Sep 20
Understanding Total Addressable Market (TAM) and Ideal Customer Profile (ICP)	Thursday, Sep 21
Sales & Marketing Alignment & Funnel Processes	Saturday, Sep 23

STRATEGY

Aligning Business Strategy, Brand Strategy & Message Strategy	Wed-Thur, Sep 27 & 28
Understanding B2B Buyers	Wed-Thur, Oct 4 & 5
Aligning Content Strategy & Storytelling, Marketing & Sales Enablement	Saturday, Oct 7

DIGITAL MARKETING TACTICS

Digital Marketing Overview – How All Tactics Work Together	Wednesday, Oct 11
Intro to SEO Basics	Thursday, Oct 12
Pay Per Click – Planning and Optimization	Wed-Thur, Oct 18 & 19
Campaign Development – Full Funnel Engagement Strategies – Inbound, Outbound, Nurturing, Customer Deepening	Saturday, Oct 21

Google Analytics	Wed-Thur, Oct 25 & 26
Website Optimization and Experimentation	Wednesday, Nov 1
Account Based Marketing (ABM)	Thursday, Nov 2
Social Analytics and Targeting	Wed-Thur, Nov 8 & 9
Sales Enablement - How and Why	Wednesday, Nov 15
Math of the Business	Thursday, Nov 16

TECHNOLOGY

Intro to Marketing Automation and Martech Stack Review	Wednesday, Nov 29
AI vs Machine Learning, The Impact on Marketing	Thursday, Nov 30
Salesforce – Crash Course in CRM	Wednesday, Dec 6
Marketo Training - 30+ hours of in-the-application learning	December 7, 9, 13, 14 January 3, 4, 10, 11
Analytics and Measurement	Saturday, Jan 13

REAL-WORLD PROJECT

Real-world Company Projects - 80+ hours of working on digital marketing projects	Jan 16 - Feb 16
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GreenFig is a micro education company offering microdegrees in applied business science for high demand jobs in marketing, product, sales, service and support. Our hybrid training platform combines live, interactive online and offline team-based learning from industry experts on real-world projects and in an average of 10 hours a week students will graduate job-ready. Learn more at greenfig.net.