



Skilled Program - Summer 2019 Intake - Schedule

Week #1	Sunday July 14	Monday July 15	Tuesday July 16	Wednesday July 17	Thursday July 18	Friday July 19
Morning	Registration and Introductions	Excel for marketing management + Practice	Quality score, account structures	Bidding and Audience strategies	Google test	Class brunch with guest speaker
Afternoon	Intro to Google Adwords + practice session	Ads formats, Keywords and strategies	Analytics, conversions and tracking	Analytics deep-dive	Build your online business #1	

Week #2	Sunday July 21	Monday July 22	Tuesday July 23	Wednesday July 24	Thursday July 25
Morning	Build your online business #2, tools and models	Content marketing crash-course	Sharing experiences and case studies (guest speakers)	Gvahim workshop: repackaging for the IL market	IDC MiLab
Afternoon	Build your online business #3, tools and models	Content marketing crash course	Sharing experiences and case studies (guest speakers)	Gvahim workshop: repackaging for the IL market	Aleph VC - Job Fair