

Curriculum for PPC/SEM mini Course

no.	Topic	Hours	Date
1	Digital Marketing Intro	18:00-21:00	06/03/22 Sunday
2	Google ads Intro	18:00-21:00	13/03/22 Sunday
3	Google ads	18:00-21:00	15/03/22 Tuesday
4	Google ads	18:00-21:00	20/03/22 Sunday
5	Facebook ads Intro	18:00-21:00	23/03/22 Wednesday
6	Facebook ads	18:00-21:00	27/03/22 Sunday
7	Facebook ads	18:00-21:00	30/03/22 Wednesday
8	Facebook ads	18:00-21:00	03/04/22 Sunday
9	Digital Account Manager	18:00-21:00	06/04/22 Wednesday
10	TikTok	18:00-21:00	10/04/22 Sunday
11	Digital Career and goal setting	18:00-21:00	13/04/22 Wednesday

About Jumpin

We create opportunities to acquire a profession in digital marketing and enter a position in leading companies, in order to promote equal opportunities and reduce social disparities.

We offer a variety of programs for highly motivated students who are eager to take their career to the next level and jump into the digital marketing world.

Our students are highly committed, hard workers and extremely passionate to find their position in digital marketing.

80% of our students already work in the industry.

Each course is instructed by a top lecturer with at least five years of experience in the digital marketing industry.

All our lecturers are trained in Jumpin to become top coaches and teachers.

Requirements:

- PC, Zoom app, Camera & Microphone
- Replying anonymous student questionnaire
- Active participation