

Marketing Bootcamp

 **GENERAL ASSEMBLY**



Overview

This introductory marketing course is designed for non-marketing professionals who are passionate about learning and growing within the digital marketing landscape. Participants will gain foundational knowledge in digital marketing principles, data-driven strategy, and the responsible use of AI tools, all within the context of Adobe's creative and analytical ecosystem. The course emphasizes hands-on learning, practical project work, and the development of a professional portfolio, preparing apprentices for entry-level marketing roles

Throughout this expert-designed program, you will:

- Learn how to apply basic digital marketing principles and data-driven strategies in real-world scenarios.
- Become proficient in using generative AI tools, Adobe Express and basic Adobe Creative Cloud tools for marketing content creation and campaign management.
- Complete practical projects and build a marketing portfolio that demonstrates your ability to create targeted, measurable campaigns.





Course Information

Course hours:

200 hours

Prerequisites:

None. This is a beginner-friendly course with no prerequisites. Many students have engaged in self-learning previously or have an above-average interest in technology and marketing, but this is not required. Whether you're new to the field or looking to formalize your existing skills, our curriculum helps you gain the tools and skills employers demand.

Instructional methods:

Live (synchronous) instruction, including lectures, practical application, and project based learning.



What to expect

Pre-course learning paths

Set yourself up for success with up to 2 hours of preparatory lessons covering essential bootcamp skills. Designed to help you make the most of the course, your prework is a self-paced online learning path that you'll complete before day one of class.

The in-class experience

Engage in project-based learning that's designed to inspire a lifetime of discovery. As a Marketing Bootcamp student, you'll:

- Explore new concepts and tools through expert-led lectures and discussions.
- Complete exercises to reinforce newly learned skills.
- Dive deeper into topics and techniques via independent, pair, and group labs.
- Receive individualized feedback and support from your expert instructional team.
- Apply what you've learned to homework assignments and unit projects, building out a professional portfolio to show off job-ready skills to potential employers and collaborators.

Career Services

As a bootcamp student, you'll have the opportunity to meet with a group of career coaches who will provide you feedback on your job search materials, advise you on how to best prepare for interviews, and share resources to support you on your job search journey.

Throughout on-demand content, live career webinars, and group coaching sessions, you'll:

- Get an inside look at what it takes to have a successful job search journey in your industry.
- Cultivate a competitive candidate mindset, learning how to assess your skill set against job descriptions, track progress, and identify areas of refinement.
- Develop your professional brand; polish your online and in-person presence. Build confidence to set yourself apart in



interviews.

- Leverage LHH's Proprietary Job Resource Platform: Career Resources Network (CRN).*
- Tap into an exclusive global network of experts, influencers, and peers, plus learn strategies for leveraging your existing connections, in person and online.
- Become an active contributor to the GA student and alumni community.

After graduation, you'll also gain access to additional career resources to help fuel a lifetime of learning. Graduates of our bootcamp courses have access to LHH's Career Resources Network (CRN) to support their job search post-course. CRN is your ultimate career resource hub. It's packed with job opportunities, workshops, and learning tools. It connects you to career, industry, and company information; networking opportunities; live events; and new job leads. CRN delivers comprehensive content using the latest e-learning, streaming media, and podcast technologies. It's your one-stop shop to power your career search and stay organized. Additionally, graduates can dive into new topics or continue honing their skills with discounts on tools, passes, packages to premier events, and more.* You can also apply tuition discounts to future GA courses, classes, and workshops on campus and online.

* Not available in Singapore or Montenegro



What you'll learn

Pre-work

Bootcamp Mindset

Learn online and get into the bootcamp mindset. Get oriented to General Assembly and this course, and learn what it takes to be successful in a bootcamp before day 1 of the course so you can hit the ground running!

Unit 1

Digital Marketing Foundations, Strategy & Web Presence

This unit establishes the core principles of digital marketing, strategic planning, and the foundational elements of a strong online presence, with an emphasis on how AI tools can enhance foundational research and initial setup.

Students will explore:

- Introduction to Digital Marketing
- Digital Marketing Strategy & Planning
- Website Fundamentals & User Experience
- Marketing Funnels & Customer Lifecycle
- Search Engine Optimization: On-Page & Technical SEO
- Search Engine Optimization: Off-Page SEO & Local SEO
- Analytics & Data Interpretation

Unit 2

Content, Email & Paid Search Marketing

This unit focuses on driving engagement and conversions through compelling content, personalized email campaigns, and targeted search engine advertising, emphasizing how AI can streamline creation, optimize delivery, and improve performance.

Students will explore:

- Content Marketing Strategy & Creation
- Email Marketing
- PPC Advertising / Google Ads
- Display Advertising / Video marketing



Unit 3

Social Media, Influencer & Advanced Advertising

This unit explores the nuances of social media engagement, paid social strategies, and the growing field of influencer marketing, highlighting how AI enhances audience targeting, content delivery, and campaign measurement.

Students will explore:

- Social Media Strategy & Platform Deep Dive
- Paid Social Media Advertising
- Influencer Marketing & User-Generated Content

Unit 4

Optimization, Automation & Future Trends

The final unit focuses on maximizing campaign performance through conversion rate optimization, scaling efforts with marketing automation, and exploring the cutting edge of digital marketing, with a significant focus on AI's role in shaping the future.

Students will explore:

- Conversion Rate Optimization (CRO)
- Marketing Automation & CRM
- E-commerce Marketing
- Emerging Trends & The Future of Digital Marketing

Project Example:

- Conduct outreach to 5 simulated prospects based on your Week 3 product. Record mock FSI calls, document qualification notes using a MEDDIC framework, and submit a metrics report summarizing conversion rates and insights.

Unit 5

Portfolio Development

Guides apprentices in assembling and presenting their marketing portfolio.

Students will explore:

- Portfolio assembly, presentation skills, feedback and iteration