

HOW TO JOIN THE CLASS?



DIGITAL
MARKETING
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Guidelines and infrastructure required to attend the classes through PC/Smartphone

Infrastructures required

- Can be accessed through PC, Laptop or Smartphone.
- Minimum of 1 mbps constant internet speed must be available throughout the session.
- Standard headphone/speaker.
- Adobe Flash Player must be installed (Latest version) in your PC/Laptop. For a smartphone, one need to Install the "adobe connect" application.

Guidelines for login through PC/Laptop:

- Web link to log in - <http://thestrategyacademy.adobeconnect.com/r9th>. Kindly click on the web link and select the option "Enter as a guest". Type your name and location and then click on enter room option. For example Paul-Kolkata. You need to download and install the Adobe Connect Add-in if you are logging in first time.

Guidelines for login through mobile:

- Install the "adobe connect" application from google play store
- Open the "adobe connect" application
- The **terms of use** page will open. Click on **accept** option.
- Enter meeting URL - (will be shared)
- Click on "next" option
- Click on "guest" option
- Type your name
- Click on "enter" option

Features of the communication platform

The Strategy Academy's 100% LIVE, 2 way Interactive, Communication Platform [with live Audio and Video streaming operates on a REAL-TIME basis. Following features of the platform may please be noted:

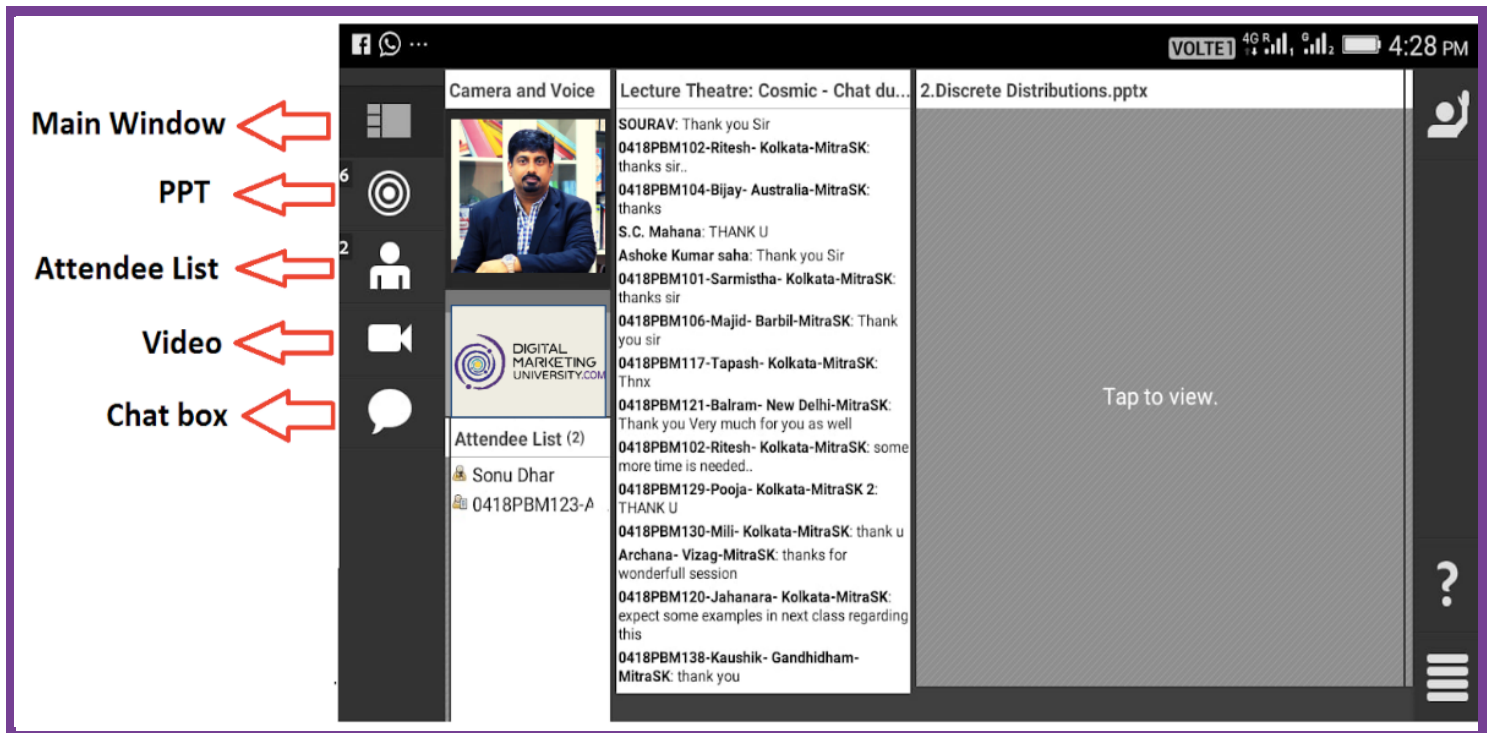
- It is a one-way Audio and video platform [from faculty to participants]
- But has two-way Interactivity [under which participants can ask questions through the chat box [using the individual keyboards of their PC/Laptops] and faculty sends the audio response to the same instantly].

Minimum requirement of Bandwidth for trouble-free viewing and hearing

- Each Laptop/ PC connecting to the Virtual Lecture Theatre for which the above-mentioned link is to be clicked and User ID and Password are to be used] must have at least 1 mbps ALL THE TIME. If at any point, the bandwidth falls below 1 mbps, there will be viewing and/or hearing problem. It is well known that bandwidth in any of the terminals at participants' end may fluctuate at any time, going even below 1 mbps, but it is also well known that bandwidth level returns above 1 mbps fast.

- Thus any audio/ video related problem faced by any participant is a local problem [that is terminal specific and not system wide] and generally momentary. If the connectivity problem persists, one way to minimize the bandwidth consumption at individual participant level is to pause the video being received at his/ her terminal. If this does not help, the next step will be to log out and then re-login

HOW DOES THE CLASSROOM LOOK ON THE SCREEN?



Tap on the PPT icon and again tap on the main window icon to see the PPT, Chat Box, Video of the faculty and Attendee List altogether.

To post any comment in the chat box please tap on the chat icon, then type in the comment(s) you want to post.

Tap on the enter key from your keypad then tap on the "done" option to post the comment in the chat box.

(please follow the screenshot given in the next slide)

Video pause option is not available in Mobile Login

Connection status bar is not available in Mobile login

Attendance PPT will pop-up over the attendee list when the session manager will take the surprise attendance.

NOTE: Participants will be entering the room as a guest for the 1st class, starting 2nd class each participant will get a unique user ID & password. Make sure you install the application 30 mins before the session starts and test before every class.

CLASS TIMINGS

Digital Marketing Strategy Course | Starting Jan 27th, 2019 8 PM - 10 PM | Classes on Sat & Sun

Date	Week - Module	Topic covered
27th Jan 2019 (Sun)	Week 1 - Module 1	Introduction to our Digital Marketing Strategy & Planning journey
2nd Feb 2019 (Sat)	-	No Class
3rd Feb 2019 (Sun)	Week 2 - Module 2	It all starts with knowing how to put goals
9th Feb 2019 (Sat)	-	No Class
10th Feb 2019 (Sun)	Week 3 - Module 3	Analysis Sub-Components of strategy making
16th Feb 2019 (Sat)		No Class
17th Feb 2019 (Sun)	Week 4 - Module 4	How to select the right TG, channels & messages
23rd Feb 2019 (Sat)	Week 5 - Module 5	How to allocate budget & define ROI
24th Feb 2019 (Sun)	Week 5 - Module 6	Channel strategy - Search (POEM)+Landing page optimization
2nd Mar 2019 (Sat)	Week 6 - Module 7	Channel strategy – Social, profile & Content
3rd Mar 2019 (Sun)	Week 6 - Module 8	Other channels and full strategy components
9th Mar 2019 (Sat)	Week 7 - Module 9	Full Strategy Component continues along with analytics, big data and full funnel tracking
10th Mar 2019 (Sun)	Week 7 - Module 10	How to make a right team, dashboard, reviews and improve execution
16th Mar 2019 (Sat)	Week 8 - Module 11	Case discussions, Q&A, readings and more
17th Mar 2019 (Sun)	Week 8 - Module 12	See more trends, example and know how to stay updated
24th Mar 2019 (Sun)	-	Final Exam & certificate distribution in next 3 weeks.

- Participants will be informed beforehand for any change in class timings.
- You need to have a **70%** attendance to qualify for the exam on 16th Mar 2019
- For any session missed, we will share a link to the recorded version of the session in the upcoming week.
- Make sure you don't miss any paid ads simulation classes. You will be notified a week before about the dates.