

Course week	Actual date (Monday)	Subject category/note	Topics	Local events
	22.aug.22	Foundational module	Research methodology	Oslo meetup 26. august
1	29.aug.22	Social media marketing	Social research + social content	
2	05.sep.22		Facebook. Instagram, Pinterest	
3	12.sep.22		Twitter and LinkedIn	
4	19.sep.22		YouTube and social video	
5	26.sep.22		Social Apps	
6	03.okt.22		Social commerce & affiliate marketing	
7	10.okt.22		Social customer service	
8	17.okt.22	Strategy and planning	Social Strategy + introduction strategy and planning	Zoom workshop social strat
9	24.okt.22		Traditional communications	
10	31.okt.22		Digital communications	
11	07.nov.22		Digital channels	
12	14.nov.22		Marketing automation	
13	21.nov.22		Budget and Resourcing	
14	28.nov.22		Big data and analytics	
15	05.des.22		Digital leadership	
16	12.des.22		Strategy formation plan	Zoom workshop 1st assignr
17	19.des.22	CX, eCommerce and CRO	Website optimization	
18	26.des.22	Jul	UX research	
19	02.jan.23		UX design	
20	09.jan.23		Writing paper	1st assignment
21	16.jan.23		E-commerce strategy	
22	23.jan.23		Applied E-commerce	
23	30.jan.23		Graphic design essentials for marketers + CX essentials	
24	06.feb.23	Search and digital channels	Introduction	
25	13.feb.23		SEO setup	
26	20.feb.23	Vinterferie	SEO content	
27	27.feb.23		SEO workshop	
28	06.mar.23		Paid search	
29	13.mar.23		Display advertising	

30	20.mar.23		Analytics with google analytics	
31	27.mar.23		Strategy and planning	Zoom workshop SEO strateg
32	03.apr.23	Påske	Email marketing strategy	
33	10.apr.23		Applied email marketing	
34	17.apr.23	Digital selling	Digital selling div moduler (1)	
35	24.apr.23		Digital selling div moduler (2)	
36	01.mai.23	Essential skills	Project planning + creativity skills	
37	08.mai.23		Personal skills + working with others	
38	15.mai.23	Leadership and management	Thinking strategically	Zoom workshop - leadership
39	22.mai.23		Building effective teams	
40	29.mai.23		Dealing with conflict and crises	
41	05.jun.23		Persuading and influencing	
42	12.jun.23		Writing final paper	Zoom workshop 2nd assign
43	19.jun.23		Writing final paper	
44	26.jun.23		Writing final paper	2nd Assignment submission
45				Oslo meetup 30. juni

NB! Denne planen leveres med forbehold om mindre endringer