

Day 1	Day 2	Day 3	Day 4
<p>Session 1 Digital Transformation and Marketing</p> <p>We start the course by exploring the key drivers of digital transformation and how these impact marketing and customer engagement.</p> <p>Session 2 The Connected Customer & Insight</p> <p>Building on the digital transformation drivers, we now move on to focusing specifically on the always-on and digitally connected customer.</p>	<p>Session 4 Understanding Customer Aspirations</p> <p>Reaching and engaging digital customers requires an understanding of their aspirations. We explore the key motivations and drivers of different customer groups and consumption situations.</p> <p>Session 5 Value Creation in the Digi. Marketing Space</p> <p>In this session, we explore how marketers and organisations can create new value using digital means and methods.</p>	<p>Session 7 Digital Reach and Engagement</p> <p>We begin Day 3 with an investigation into the techniques for reaching and engaging with digital customer groups.</p> <p>Session 8 Hybrid Communications:</p> <p>Building on the previous session, we explore hybrid communications activities and methods to engage with customers, adopting a '3xTs' lens (Trial, Transparency and Trust).</p>	<p>Session 10 The Future of Consumption</p> <p>In a fast-paced environment, it is important to look towards the future. In this session, we highlight some of the emergent trends affecting customer behavior, aspirations and consumption practices.</p> <p>Session 11 Digital Customer Framework for your Org.</p> <p>We bring together the learning from the course to develop and work on individual and practice-orientated digital customer frameworks.</p>
<p>Session 3 Digital Journeys and Innovation</p> <p>This interactive session draws on insight from the previous two sessions to build effective and impactful digital journeys and enhance innovation.</p> <p>End of Day 1 At the end of Day 1, we reflect on new learning and how participants can respond to these challenges.</p>	<p>Session 6 Creating and Protecting Brand Assets</p> <p>In this session, we explore how building and protecting brands is central to creating long-term digitally-driven customer relationships.</p> <p>End of Day 2 In preparation for the assessment, participants will have the opportunity to share their views on challenges related to reaching and engaging digital customers for their organisation.</p>	<p>Session 9 Designing Effective Digital Customer Initiatives</p> <p>In this interactive session, we put into practice the key learning and work on the design of effective digital customer initiatives.</p> <p>End of Day 3 At the end of Day 3, we reflect on learning and new thinking.</p>	<p>Session 12 Preparation for the Assessment</p> <p>Participants will work with colleagues to prepare for their assessment submissions by undertaking collaborative work.</p> <p>End of Day 4 Course Reflection. We reflect on the course learning and new knowledge acquired. We will focus on how this experience is relevant to participants' organisations.</p>