

Marketing Course Outline 18 days over 4 weeks

		Day	Topic To Be Covered
Week One	}	1	Assessing Your Position
		2	Marketing vs. Advertising – Sales vs. Customers
		3	Constant Contact that's Welcomed
Week Two	}	4	The Money's in the Database
		5	Making Your Web Presence Work for You
		6	Online/Offline: Email Platforms & the Value of a Stamp
		7	Blogs & Social Media
		8	Newsletters & Gifts
Week Three	}	9	Networking & Building Relationships + Introducing Yourself with Confidence
		10	Become an Expert: Gaining Celebrity Status
		11	Writing Press Releases that Work
		12	Responding to Press Requests: Your Online Media Kit
		13	Exposure: Competitions, Exhibitions & Events
Week Four	}	14	Identifying & Approaching Appropriate Galleries
		15	Developing Your Marketing Plan
		16	Blocking Your Calendar
		17	Getting Underway
		18	Staying the Course