



Squared ONLINE



The digital marketing and leadership qualification
developed with Google



“Asia is home to a wealth of talent who understand the digital agenda but who often have little opportunity to effectively use their knowledge, enthusiasm and leadership potential more widely. That’s where Squared Online comes in. We set out to create a training programme for the industry which breaks down false barriers and creates an environment where students can gain a strategic understanding of the digital landscape while honing their collaboration and leadership potential. The learning methodology for Squared Online is simply outstanding.”

Jakob Widerberg

APAC Agency Capability Manager at Google for APAC

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Squared Online is the award-winning digital marketing leadership course developed with Google.

Developed with



Powered by



Endorsed by



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Accredited by

The CPD Standards Office
CPD PROVIDER: 50018
2014 - 2016
www.cpdstandards.com



Introducing Squared Online

Squared Online creates the digital leaders of tomorrow. Developed with Google and powered by AVADO, we're at the forefront of an innovative movement in online learning.

The course takes place online over five months. Taught by industry experts, you will increase your confidence and competence in digital strategy.

The course also builds leadership and collaboration skills through an interactive and hands-on approach:

- Form a strategic overview of digital today
- Develop curiosity and passion to stay ahead of trends for what the landscape will look like tomorrow
- Understand the tools and strategies required in an integrated marketing environment
- Build essential leadership and collaborative skills for working successfully in teams

What will I learn?

Squared Online is not just about acquiring digital skills. You'll be challenged to become an effective leader whilst improving your own personal effectiveness.

- Appreciate the relationship between digital innovations and changing consumer behaviour, and how it might evolve
- Demonstrate how brands need to maintain consistency and authenticity across fragmented channels
- Understand and apply different business models for effective business planning
- Plan and implement integrated marketing strategies that address various touch points in the customer journey
- Discover and analyse data to generate insights and recommendations for action
- Work effectively in teams, provide constructive feedback and develop your own leadership style



Course syllabus



Module 1

Think Disruptive

The impact of digital on customer journeys and disruptive business models

- Disruption and change
- Leaders in disruptive businesses
- Customer journey framework
- Developing personal leadership behaviours



Module 2

A Connected World

Business planning whilst adapting to a social and mobile world

- The rise of social
- Mobile
- Innovation
- Business models and leadership philosophies
- Understanding agile organisations
- Group dynamics and leadership models



Module 3

Think Optimised

Using analytics and data to evaluate and evolve your business' digital presence

- Data and insights
- Analytics tools
- Engagement, conversion and attribution metrics
- Data analysis and ROI impact
- Personal leadership KPIs and behaviours for success



Module 4

Think Like A Brand

How brands deliver marketing strategies across the customer journey

- Data-driven customer segmentation
- Search, display, and content marketing
- Programmatic buying
- Inspiring successful behaviours in effective teams



Module 5

The Ongoing Revolution

Operating effectively and responsibly in an ever-changing world

- Digital trends
- Marketing responsibly
- Developing a leadership manifesto
- Becoming agents of change



Group Project
Disruptive digital business proposition



Individual challenge
Website analysis

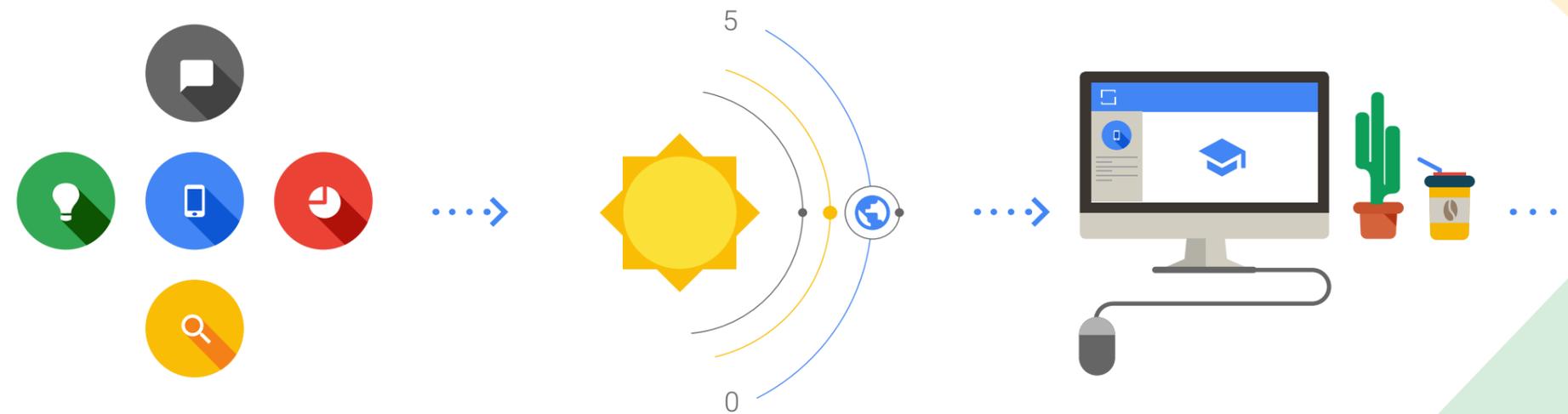


Group Project
Marketing proposal



Group Project
Digital trends whitepaper

Award-winning learning experience



5 modules

Divided into weekly lessons which include pre-class activities, a live class and post-class activities

5 months

On average students spend 6-8 hours a week on coursework over 21 weeks

Virtual Campus

This is where it all happens. Join live classes, participate in discussions, watch streamed content, collaborate with classmates and complete pre-and post-class activities



Individual activities

Some hands-on work to prepare for the live class, or apply concepts from the live class in context post-class



Hands-on group projects

Collaborate in teams on projects related to real-world business scenarios and gain practical experiences, whilst developing your team-working and leadership skills



Continuous assessment

There are no essays or exams in Squared Online. You'll be continually assessed via project work, self-reflection, team feedback and completion of online activities



A hand when you need it

Whether it's classes, projects, group work or anything else you want to discuss, our friendly Support Team is there to help



Live classes

The hour-long weekly interactive live classes are dynamic and discursive, giving you the opportunity to interact with expert tutors, guest speakers and other students



Developed with Google

We work in partnership with Google subject matter experts and industry leaders so you get the latest thinking and an education without bias



Form your own network of digital leaders

Connect with digital marketers across the world and build lasting relationships to share knowledge, experience and ideas throughout the course and beyond

Live classes

Forget static, boring webinars. Log in and connect with up to 200 students from around the world to attend live classes like no other.

Hand-picked, industry experts present the latest B2B and B2C case studies and add colour to the content with their own experience.

There are additional live and recorded sessions throughout the course featuring guest speakers to share knowledge, inspire and give new perspectives.



Building a disruptive business



Cross channel attribution



Leading in the digital economy

Interactive, dynamic and engaging. Each class provides plenty of opportunities for discussion and debate, in addition to white board activities, videos, polls, breakout sessions and a Q&A with your tutor to round it all off.



Tell me more about...



Tell me more about...

Project work

Group work and practical experiences are the cornerstone of Squared Online. It's a one-of-a-kind approach to learning, and it's what makes our course different.

Foster a collaborative mindset as you work in teams on virtual group projects based on real-life strategic business challenges in three out of five modules. Get to grips with virtual collaboration tools and integrate technology into everyday working practices.

- Pass or fail as a team!
- Groups are carefully assigned to ensure a mix of skills and backgrounds
- 6 to 8 people per group

You'll work with your team to:

- Pitch an innovative business idea
- Develop an integrated marketing plan
- Research and produce a whitepaper on digital trends

Who's it for?

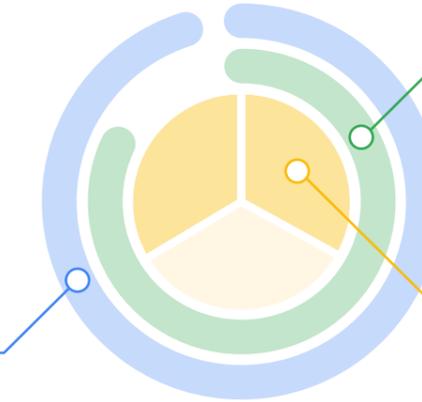
- 
Marketing managers and executives
 Aiming to expand their digital understanding outside of channel specialities to develop overall strategy and manage digital within their organisation
- 
Graduates
 Looking to make the jump into digital and fast-track into a competitive, creative and fast-moving industry
- 
Directors and heads of department
 Aiming to understand marketing strategies in the face of digital disruption, championing talent in their organisations
- 
Career changers
 Seeking to change direction and make the jump into an exciting new career

What do graduates say?

Squared Online is not just about acquiring digital skills. You'll be challenged to become an effective leader, whilst improving your own personal effectiveness.

96%

of graduates are more confident discussing digital strategy and execution



82%

would recommend Squared Online to a friend

2 in 3

have progressed their career since graduating, including new jobs, promotions, pay rises and increased responsibility

Squares are:



Fully committed: we're about action, not just talk



Dynamic, bright, positive and hardworking



Curious and willing to find answers for themselves



Self-reflective, collaborative and able to work effectively in teams



Not afraid to have an opinion and to contribute



"I have learnt a lot through Squared Online. We are often too busy to consider the breadth of digital when we are preparing marketing plans, but I have started to think about the micro-moments, value proposition, social analytics etc. for my brands again. I have come up a different marketing mix, channels and attribution strategy for my 2017 plan. I have set up objective and goals, also KPIs in order to have a better measurement model. With the projects, pre-class and post-class activities, and the weekly live classes, the course has been really fruitful for me and I love it."

Annie Ng

Senior Brand Manager, Galderma Hong Kong

Okay, I'm ready to enrol

Payment options:



Employer funded places

Squared Online is a powerful way to develop and apply digital expertise quickly, so your employer may be interested in funding your place on the programme.

Instalment options for individuals



If you're paying for Squared Online yourself, a deposit is required to secure your place and you can pay in instalments, with no interest.



Get in touch to find out about our next available start date



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No phone number for your country yet? It's coming soon. Just drop us an email or find us on Skype, and we'd be happy to give you a call back.

